

FEBRUARY 14, 1953

MOTION PICTURE HERALD

ON THE 3-D FRONT

**Exhibitors Raise Voice
For Standardization**

Studios Rush New Films;

RKO Gets Norling Camera

***HUGHES GETS BACK
RKO PICTURE STOCK***

REVIEWS (In Product Digest): The Magnetic Monster, All Ashore, The Tall Texan, Bellissima, Paolo and Francesca

Entered as second-class matter January 12, 1931, at the Post Office, at New York City, U. S. A., under the act of March 3, 1879. Published weekly by Quigley Publishing Co., Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Subscription prices: \$5.00 a year in the Americas, \$10.00 a year Foreign. Single copy, 25 cents. All contents copyrighted 1953 by Quigley Publishing Company, Inc.

OPPORTUN

M-G-M's SENSATIONAL "JEOPARDY"

Hottest picture on the market!
First 30 towns doing terrific
biz. An Exploitation natural!

M-G-M presents
"JEOPARDY" • starring
Barbara Stanwyck • Barry
Sullivan • Ralph Meeker
Screen Play by Mel Dinelli
Based on a Story by Maurice
Zimm • Directed by John
Sturges • Produced by Sol
Baer Fielding



M-G-M's BIG TECHNICOLOR OUTDOOR ADVENTURE! "THE NAKED SPUR"

Launched in socko Tri-state Premiere in Colorado, New
Mexico, Wyoming. Big-time hit for sure-fire top grosses.

M-G-M presents James Stewart • Janet
Leigh • Robert Ryan • Ralph Meeker in
"THE NAKED SPUR" • with Millard
Mitchell • Color by Technicolor • Written
by Sam Rolfe and Harold Jack Bloom
Directed by Anthony Mann • Produced by
William H. Wright

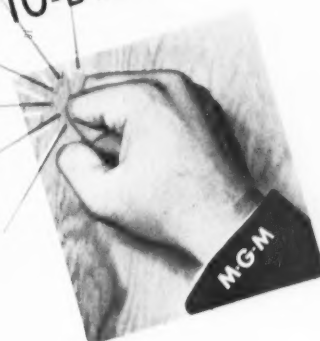


UNITY!

M-G-M's "10-BEST" HIT! "ABOVE AND BEYOND"

Triumphant showmanship premiere at Mayfair, N. Y. Nationwide acclaim by press and public. One of the National Board of Review's "10-Best."

M-G-M presents "ABOVE AND BEYOND" • starring Robert Taylor • Eleanor Parker • with James Whitmore • Marilyn Erskine
Screen Play by Melvin Frank, Norman Panama and Beirne Lay, Jr. • Story by Beirne Lay, Jr.
Produced and Directed by Melvin Frank and Norman Panama

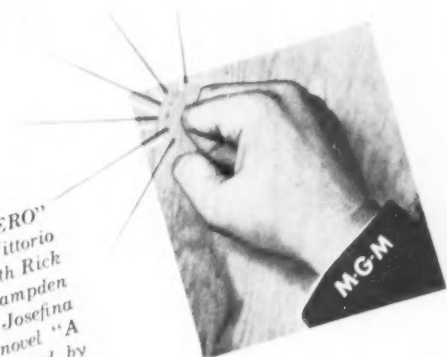


M-G-M

AND GET READY FOR M-G-M's BIG EASTER TECHNICOLOR MUSICAL! "SOMBRERO"

TRADE SHOWS FEBRUARY 20th
Just what the folks want for their
happy holiday entertainment.

M-G-M presents Color by Technicolor "SOMBRERO" starring Ricardo Montalban • Pier Angeli • Vittorio Gassman • Cyd Charisse • Yvonne de Carlo • with Rick Jason • Nina Foch • Kurt Kasznar • Walter Hampden • Thomas Gomez • Jose Greco • Screen Play by Josefina Niggli and Norman Foster • Based on the novel "A Mexican Village" by Josefina Niggli • Directed by Norman Foster • Produced by Jack Cummings



(All together for Brotherhood Week's
Silver Anniversary Feb. 15-22, 1953)

Warner Bros. went to Canada's
to make it...and made it the gre
suspense story we have ever p

ALFRED HITCHCOCK'S

I Confess

THIS IS DECEIT

STARRING

MONTGOMERY CLIFT · ANNE BAXTER

WITH

KARL MALDEN · BRIAN AHERNE

O.E. HASSE · ROGER DANN · DOLLY HAAS · CHARLES ANDRE

SCREEN PLAY BY

GEORGE TABORI

WILLIAM ARCHIBALD

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

ENROLL 25 MEMBERS FOR THE 25th ANNIVERSARY OF BROTHERHOOD WEEK! FEB. 15 TO 22



colorful Quebec
atest
resented!

...THIS IS DANGER....THIS IS LOVE!

ESS!

R

WHIRLWIND CANADIAN PREMIERE!

Far-reaching
international
promotional
setup will garner
mountains
of publicity!
It's happening
right now
at the Capitol
and Cartier
in Quebec
and the
Palace, Montreal!



NATIONALLY ADVERTISED

to 30,000,000
Sunday newspaper
readers in
THIS WEEK
Magazine.
And 6,000,000
readers of
RED BOOK!
And 3,000,000
readers of
QUICK Magazine.
And 24,000,000
readers of
15 Fan Magazines!





Marilyn Monroe
AND
"Niagara"
TECHNICOLOR



MARILYN MONROE • JOSEPH COTTEN • JEAN PETERS in "NIAGARA" • Color by TECHNICOLOR • with Casey Adams • Denis O'Dea • Richard Allan • Don Wilson • Lurene Tuttle • Russell Collins • Will Wright • Produced by CHARLES BRACKETT • Directed by HENRY HATHAWAY • Written by CHARLES BRACKETT, WALTER REISCH and RICHARD BREEN

Sweetheart of the Industry!

.....
**3 BIG WEEKS, ROXY, N.Y.! POWERHOUSE IN BUFFALO!
TORRID IN PHILADELPHIA! SOCKO IN LOS ANGELES!
MIGHTY IN SAN DIEGO! WATCH IT EVERYWHERE!**

THERE'S NO BUSINESS LIKE **20** CENTURY-FOX BUSINESS!

BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY Feb. 15-22

MOTION PICTURE HERALD

MARTIN QUIGLEY, Editor-in-Chief and Publisher

MARTIN QUIGLEY, JR., Editor

Vol. 190, No. 7

February 14, 1953



3-D Standardization

IN many quarters there is being raised a hue and cry for standardization of 3-D. This is an entirely understandable reaction, even though premature. It is impossible to tell today what is to be standardized, let alone what the standards should be. The situation is analogous to a navigator being asked to determine a compass course to an unknown destination.

Standards must be agreed upon as soon as practicable. Meanwhile developments should be kept channeled in as few diverse directions as possible. In any case, time must pass before lasting solutions can be arrived at. 1953 will be a year of testing; 1954 should be the year during which standards (whether a reaffirmation of the traditional ones or a delineation of new ones) should be set. The present standards of the screen have persisted for sixty-five years. Any changes made should be ones that give reasonable promise of enduring for a minimum of a decade or two.

In a state of flux now are such basic issues as whether a small or large number of Hollywood's annual productions will be made for viewing through Polaroid glasses; what size the picture shall be (as at present or relatively much wider); whether sound will remain in one channel included with the picture on a single 35mm film, or whether it will be on several tracks in order to permit stereophonic reproduction through several sets of speakers arranged behind a wide screen.

Very soon agreement should be reached on some of these issues. For example, Hollywood should decide at once whether stereophonic sound should be on three, four or more tracks, and whether stereophonic sound release prints should have optical or magnetic tracks. Many months must pass after such an agreement is reached before any large number of theatres can be ready to handle the sound part of wide-screen pictures.

Likewise an agreement should be promptly reached on what aspect ratio (the relationship of picture height to width) should be used for all wide-screen productions. This, too, ought to be settled quickly.

The proposed changes are fairly expensive for any size theatre. In the aggregate, the total is a considerable one amounting to much more than a theatre's complete installation of a conventional projection-sound-screen system. However, the public will be the final arbiter. Money wisely spent in improving the theatre's appeal may be expected to be recouped many fold. The effect of any 3-D film at the box office will be in direct proportion to the appeal of the attraction. After the initial period of novelty is passed, no 3-D process can be expected to turn a poor film into a box office hit.

The fact that all the studios and hundreds of theatres throughout the country are anxious to participate in the explorations of the effectiveness of 3-D films is encour-

aging. By the time twelve more months have passed no one will be able to say that the industry did not give fair trials to both 3-D films with glasses and giant screen projection. During this period the public will be reminded again and again that the theatre is the prime place for high quality attractions. The lessons learned in picture making and in the theatre will be valuable no matter what standards ultimately are accepted.

■ ■ ■

ABC-UPT Merger

AT long last, after a year and a half of consideration, the Federal Communications Commission this week approved the merger of the American Broadcasting Company with United Paramount Theatres. It is, of course, the theatre circuit that is taking over ABC (a circumstance that may be a shock to the critics who think of motion picture theatres as relics of the past). ABC has been fighting a losing battle up to now in television and radio in competition with the other networks. Strengthened by the manpower and financial resources of UPT, the ABC division of the new company is expected—over a reasonable period of time—to make a mark for itself. To the amusement world as a whole the importance of the development lies in the fact that Mr. Leonard Goldenson, UPT president and president of the new American Broadcasting-Paramount Theatres, Inc., and his associates of exhibition will have an opportunity to explore the inter-relationships of television and motion picture exhibition—to the mutual advantage of both. The whole future relationship of television and motion pictures undoubtedly will be influenced by the pioneering of Mr. Goldenson. He has the experience and talents to do an excellent job.

■ ■ ■

UA Anniversary

THE swift and energetic actions of the management group which took over control of United Artists in February, 1951 have been so successful that it is easy to forget the condition the company was in at that time. Miss Mary Pickford and Mr. Charles Chaplin gave the group three years—until February, 1954—to get the company operating at a profit. That was achieved at the end of the first of the three test years. For a year now the group has held stock ownership as well as control of UA through a voting trust. Renewed congratulations are in order for Messrs. Krim, Benjamin, Fox, Youngstein, Heineman and Picker and their associates. Individually and collectively they acknowledge that results so far have been achieved only through the cooperation of exhibitors. Showmen everywhere share the credit for saving UA as a world-wide releasing organization for independent producers.

Letters to the Herald

A Look and Forecast

TO THE EDITOR:

On entering into the year of 1953 I do not think it would be amiss to state what improvements were made in 1952 over previous years. Speaking of my 1952 experience in the exhibition field, I will say that I am still holding to my policy, as in the previous two years, in only running three changes weekly—Sunday, Monday, Tuesday; Wednesday, Thursday, Friday; single with Saturday as a double feature bill also of worthwhile product. However, my two three-day runs are of the top product and usually within a week to 30 days of release. In this new type of policy I spend about 10 to 12 per cent for exploitation—which has paid off nicely.

An exhibitor must be alert to the type and value of the product coming through and what fits his patrons' wishes, as they, too, know their pictures these days. This is a big factor in selling entertainment. I have been an exhibitor in my Greenbrier Valley section for the past 30 years and I really know my patrons.

In 1952 we have been fortunate in getting many more than usual top "A" pictures. I would say there were at least 50 top box office pictures last year and I played just about all of them. My past year has been on a par in grosses with the past two years since cutting my run policy down from five changes to three, three years ago. I have stepped up my additional exploitation budget about five per cent in my newspapers and radio. Since doing this I have increased my gross about 15 per cent over my 1949 business. I do attribute some of this to better product and better showmanship in exploitation spending. Another thing not to overlook is good housekeeping. I always maintain my theatre in 100 per cent condition in seating, projection and cleanliness. This pays off, too.

This covers my experience at the Lewis theatre in Lewisburg, West Virginia—population 2,000, business, farming, live stock and poultry raising.

As I read about the schedules of coming product in the trade papers by all the producers for the next six months, I will say that they look better than the previous three years—more color, better stories, good directors and all full of stars with new ones coming along to replace the older ones who are going out. I am very optimistic for the coming year and I have no fear but that I will get along as usual with good product and perhaps better than previous years.

I operate two theatres, the Lewis and the Greenbrier in Charleston. In the latter I

run a double bill policy in subsequent product and occasionally first run on exploitative product when I can get it. I had an average nice business last year in this situation. Starting soon I will operate a third theatre in my home town—Shanklin's Grand—which I built 15 years ago but have leased out the past 10 years. I will no doubt operate this situation along the same policy as the one in Lewisburg, which is only five miles away. I will refurbish this one with new screen and stage equipment as well as new carpet and projection equipment. I have the opening planned for about April 15, as it stands now.

I have TV in all my situations now but I am not worried in the least if good product keeps coming. Fewer and better pictures and longer runs will be the answer to TV. TV has killed off the "B" pictures. It is up to the producers to keep making more and better "A" pictures and forget about the "Bs."

Now, with three-dimensional product coming out this year, why wouldn't one (after seeing "Bwana Devil") be happy and optimistic in the exhibition part of the industry. If all the distributors will use some common sense in their releasing and offer reasonable percentage terms, we will all stay in business and be happy.—J. C. SHANKLIN, Ronceverte, W. Va.

3-D Patents

TO WILLIAM R. WEAVER:

First, I want to thank you for your fine reportorial job on three-dimension in Hollywood. To my mind your reports on 3-D are the most comprehensive to date, for which the entire industry owes you its gratitude.

I would like, however, to correct a statement which you credit to me. You write in your article of January 31 that Messrs. Gunzburg and Lesser say that their 3-D systems cannot be patented. I cannot speak for Mr. Lesser and his process, but I assure you that I have at no time said that the Natural Vision process is not a patentable process.

The fact is that Natural Vision has an excellent patent situation both in apparatus and method. Our system is new and revolutionary and is a definite contribution to the art. Anyone making unauthorized use of our developments and inventions runs the risk of most serious legal action.

Lest covetous imitators be misled, I suggest you publish this letter in full.—MILTON L. GUNZBURG, President, Natural Vision Corporation, Hollywood.

MOTION PICTURE HERALD

February 14, 1953

INDUSTRY wants uniform standards in 3-D procedure Page 12

LEADERS in 3-D explain their techniques to the trade Page 12

WARNER production schedule calls for fully open throttle Page 14

TERRY RAMSAYE Says—A column of comment on matters cinematic Page 18

COLUMBIA stockholders approve new employment contracts Page 18

BOX OFFICE Champions for the month of January Page 20

ACADEMY makes known its nominations for 1953 film Awards Page 20

HUGHES gets back RKO Pictures stock as Stolkin defaults Page 21

FCC recesses its hearings into special channels for theatre TV Page 21

PARAMOUNT found to control DuMont, according to FCC Page 24

UNITED Paramount wins approval for ABC network merger Page 25

BRITISH film industry shrugs over U. S. 3-D excitement Page 28

SIMPP studies plan to expand its activities abroad Page 28

TAX revenue total on admissions down 10% in year from 1951 Page 29

CONGRESSMAN urges immediate action for tax repeal Page 29

NATIONAL SPOTLIGHT—Notes on industry personnel across country Page 34

CONLON fills the bill as executive head of Michigan Allied Page 35

SERVICE DEPARTMENTS

Film Buyers' Rating 3rd Cover

Hollywood Scene Page 32

Managers' Round Table Page 41

People in the News Page 24

What the Picture Did for Me Page 39

IN PRODUCT DIGEST SECTION

Showmen's Reviews Page 1717

Short Subjects Page 1718

Advance Synopses Page 1718

The Release Chart Page 1720

Release Chart by Companies Page 1725

OUR industry, like all other industries, is coming out from under a series of Government controls. Wage and salary controls are now off, and ushers, salesmen, stars and all other industry workers are free to bargain with their employers without reference to any Government wage or salary regulations. Film rentals and admissions were never subject to price control, but most film and theatre equipment was. Controls have been removed already from some of these items, and will be off everything by April 30 at the latest, and probably much sooner. Theatre construction controls will die June 30 at the latest, possibly sooner. The controlled materials plan, under which steel, copper and aluminum are rationed to manufacturers, will also end June 30, if not before.

► Motion picture shares on the New York Stock Exchange continued to show strength this week in the face of generally dropping prices in other fields. Loew's, 20th Century-Fox and National Theatres were the three most active stocks on the Big Board. Financial writers, commenting on the strength shown, particularly in contrast to a recession in television and radio prices, attributed the investing public's reawakened interest to the trade news about third dimension and wide screen pictures.

► March 23 has tentatively been set for the reopening of the House Un-American Activities Committee's hearings in Los Angeles on Communism on the west coast. The hearings are expected to have some witnesses from the motion picture industry but to deal even more with radio, television, defense plants and other industries.

► The talk about a New York Coliseum, advanced sometimes by public officials, and by realtors, and by financiers, is being continued by a group known as Broadway Angels, Inc., which wrote the city's editors this week that 20 of its members have for three years been studying the matter; and that it would desire to be a clearing house of ideas and projects. It added those who finance Broadway plays are inter-

ON THE HORIZON

ested in plans which will increase the number of theatres, and remarks: "Public financing can always be secured if a competent and equitable plan is prepared."

► Many are the devices of the true exploiter. Albert Margolies, plugging for the Paris theatre, New York, sent out a release Wednesday proclaiming that "scientists, using the latest methods of electronic calibration, have declared the screen at the Paris perfectly suited, being nice and flat, for the projection of 2-D, the startlingly life-like process in which 'The Freshman' was filmed . . . no rebuilding of the theatre will be necessary." The Harold Lloyd picture opens at the Paris after "Hans Christian Andersen."

► The donate-as-you-leave policy at the Ritz theatre in Memphis, which started Christmas day, ended last weekend. Owner Dave Flexer, without comment, posted the former admission prices. Since Christmas patrons attended the theatre free and made a donation in a lobby fishbowl as they departed.

► Industrial motion pictures have come of age in the opinion of W. B. Potter, director of advertising for the Eastman Kodak Company, who ought to know. "Business movies

are now a legitimate advertising medium whose circulation story should be presented on equal terms with those of radio, newspapers, television and other media," he said recently. He estimated that there are now about 400,000 projectors for 16mm sound movies now in use in the United States, compared with only 25,000 before the war.

► It is the intention of the Government of Canada to encourage private film production in the Dominion. So reported last week the head of the National Film Board, W. Arthur Irwin, addressing the Association of Motion Picture Producers and Laboratories, meeting in Toronto. Elected at the session were: S. Dean Peterson, president; William Singleton, vice-president; Pierre Harwood, secretary-treasurer; James Campbell, Graeme Fraser, Lew Parry and J. D. Wanbrough, directors.

► Reports are that Charles Green is planning a proxy fight at the annual meeting of the 20th Century-Fox stockholders in May. He is understood to have rounded up proxies representing 70,000 shares of 20th-Fox stock, and it is reported close associates are continuing to buy company stock. Asked by the *Herald* about his plans for the May meeting, Mr. Green's only reply was: "I have no comment."

► March 9 has been set as the new date for the contempt of Congress trial of Sidney Buchman. Originally set for last May the trial has been postponed three times.

TOOL FOR SHOWMANSHIP

Ohio exhibitors are alert to showmanship opportunities. Bill Tallman, Jr., of the Ceramic Theatre, East Liverpool, saw *Motion Picture Herald's* list of top-grossing pictures of 1952 in the issue of January 3. Promptly he drew up a "Let's Look at the Record" ad for a quarter page in his local newspaper in which he pointed proudly to the fact that he had played six of the pictures at the Ceramic. Three days later Paul Vogel at the Liberty in Wellsville ran the *Herald's* list in the same size ad in his paper, reminding his patrons that the Liberty had shown seven of the features and would soon run four more of the 12. Bob Wile, executive secretary of the Independent Theatre Owners of Ohio thought the examples were good enough to report them. That's using the tools of showmanship.

MOTION PICTURE HERALD, published every Saturday by Quigley Publishing Company, Inc., Rockefeller Center, New York City 20. Telephone Circle 7-3100; Cable address, "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Martin Quigley, Jr., Editor; Terry Ramsaye, Consulting Editor; James D. Ivers, News Editor; Charles S. Aaronson, Production Editor; Floyd E. Stone, Photo Editor; Ray Gallagher, Advertising Manager; Gus H. Fausel, Production Manager. Bureaus: Hollywood, William R. Weaver, editor, Yucca-Vine Building, Telephone GRanite 2145; Chicago, 120 So. LaSalle St., Urban Farley, advertising representative, Telephone Financial 6-3074; Washington, J. A. Otten, National Press Club; London, Hope Williams Burnup, manager, Peter Burnup, editor, 4 Golden Square. Correspondents in the principal capitals of the world. Member Audit Bureau of Circulations. Other Quigley Publications: Better Theatres, published thirteen times a year as Section II of Motion Picture Herald; Motion Picture Daily, Motion Picture and Television Almanac and Fame.

This week in pictures



THIS IS THE CREW which will guide Canada's leading Variety Club, Tent 28, of Toronto, during 1953. Photographed at the installation the other day were, seated: John J. Chisholm, past chief barker; Dan Krendal, dough guy; William Summerville, Jr., first assistant chief barker; Rube Bolstad, chief barker; Ernest Rawley, second assistant chief barker; Clare Appel, property master; and Gordon Lightstone, canvasman. Standing: Jack Fitzgibbons, Jr., George Altman, Rev. George Cherrier, Rabbi Reuben Slonim, Rev. Ray McCleary, and Paul Johnston.

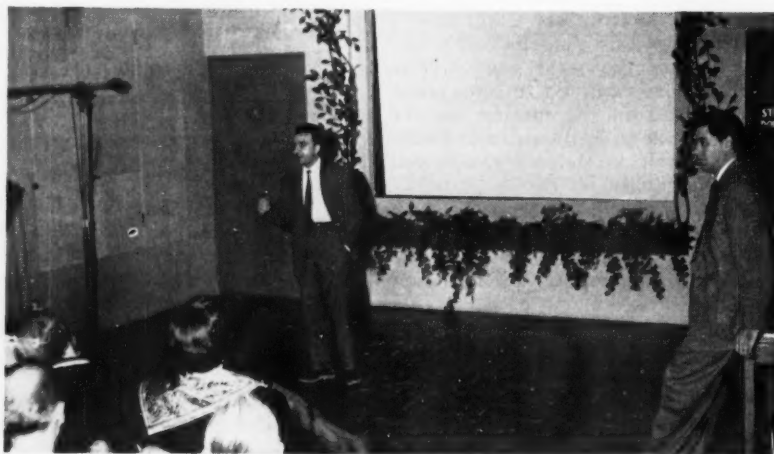


by the Herald

MERVIN HOUSER, right, this week took over as New York home office publicity director for RKO Radio. He has been assistant to Perry Lieber, national director of publicity, advertising, and exploitation.



AT COMMUNION BREAKFAST in Hollywood, last week, Jack Haley chats with chief speakers Loretta Young and James Francis Cardinal McIntyre. The Breakfast was one of several conducted in the United States and Canada.

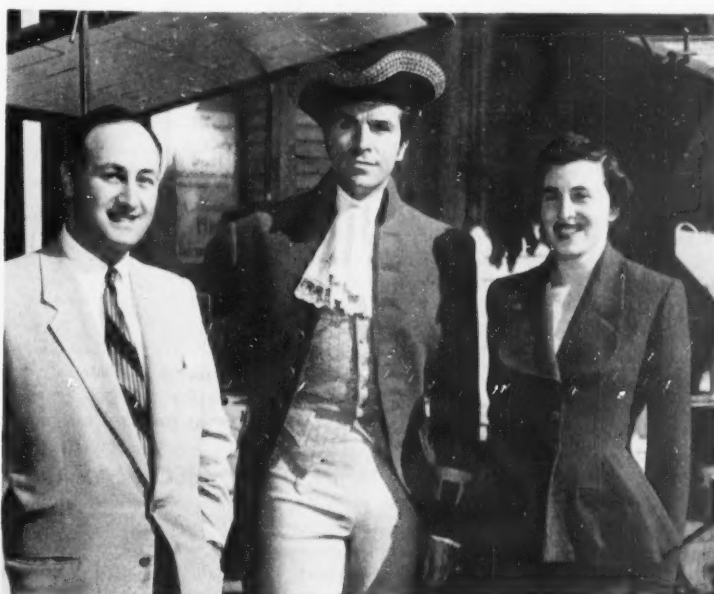


by the Herald

DEMONSTRATION OF DUBBING, at the new Italian Films Export sound studio in New York. Dr. Mauro Zambuto, film sound expert, showed how "Anna" was dubbed. With him, right, Jonas Rosenfield, Jr., public relations director of the importing company.



JAPANESE VISITORS to Allied Artists' Hollywood headquarters. In left to right order are Masatoyo Takano, Tokyo branch and publicity manager for Eiga Haikyu Company, AA distributors; Harold Mirisch, AA vice-president; Hideo Shiotsugu, president of Eiga Haikyu; and Steve Broidy, president of Allied Artists. Mr. Shiotsugu praised American films as spokesmen for the democratic way.



ON THE SET of Paramount's "Sangaree," being made in third dimension, Joseph Brager, manager of the Tivoli, Calgary, Canada, and Mrs. Brager, are welcomed by star Fernando Lamas.



SPECIAL SCREENING, at the New York meeting of the American Jewish Committee. Dore Schary's MGM production, "The Hoaxters," receives outstanding attention. At the display above are Mrs. Arthur Mayer, wife of the writer-showman; Robert Disraeli, AJC film division; and Mrs. Jeanne Optner.



IRVING ISAACS, at the right, on February 10 was elected president of the Independent Exhibitors of New England. He is owner of the Telepix Cinema, Boston, a newsreel house.



IN BUFFALO, the dais at an industry meeting on Brotherhood Week comprised, at left: Carl Zietlow, National Conference of Christians and Jews; Dean Philip McNairy; Manuel A. Brown, regional distributor chairman; Rev. Joseph Mahoney; Rabbi Joseph Fink; David Miller, last year's chairman; and Edward Meade, publicity chairman.

GIVE US UNIFORM 3-D STANDARD, TRADE CRIES

THREE-DIMENSIONAL and wide screen film processes continued to hold the industry spotlight this week. And, as sometimes happens in show business during moments of high excitement and emotional fever, everybody—but everybody—was getting into the act.

In the midst of the quantity of press releases from New York and Hollywood, all speaking in glowing terms of Natural Vision, CinemaScope, Stereo-Techniques, Cinerama, and other processes, there came for the first time from other branches of the industry comparatively sobering cries for standardization of new techniques.

From Washington, Abram F. Myers, general counsel of Allied States Association, issued a communique called "Bwana Bustle" in which he urged producers to avert what he termed a "battle of the giants" which would bring ruin to exhibitors and eventually to producers and the entire industry.

In New York the Society of Motion Picture and Television Engineers took the first actual step towards promoting all-industry standardization by sponsoring a meeting with exhibition and distribution representatives to discuss the subject. From that meeting came five important recommendations.

Also in New York, Milton Gunzberg, president of the Natural Vision Corporation, in which process the record-breaking "Bwana Devil" was filmed, took a slightly different tack and warned the industry that the future of three-dimensional films could be ruined by careless production and exhibition, resulting in public antipathy to the process.

There did not, however, seem to be any immediate concern over standardization or the pitfalls that may lie ahead in the 3-D future among the producers who, as usual, made the *most* news during the week.

The following are the salient points from major announcements:

Allied Artists will start production in March on "The Maze," an English mystery story to be filmed in black and white and in three-dimension.

Cinerama and Technicolor Sign Deal for 11 Films

Cinerama signed a pact with the Technicolor Corporation involving an initial commitment for 11 Cinerama productions and representing a reported \$10,000,000. Cinerama plans production in June of "Paint Your Wagon," stage musical to which Louis B. Mayer, Cinerama chairman, owns the screen rights.

Columbia at present has no plans for licensing any of the wide-screen processes. In the next few days it will put into production "Fort Ticonderoga" in the Natural Vision process.

TALKING ABOUT 3-D . . .

In New York this and last week proponents of different methods of attaining third dimension on the screen—or the illusion thereof—expounded their theories and hopes to the press. Spyros Skouras, president of 20th Century-Fox, sounded the tocsin for his company's CinemaScope; Milton Gunzberg enlarged on the possibilities of his Natural Vision process; and John A. Norling explained his stereoscopic camera, which has been licensed to RKO. On another 3-D front some very interested third parties—exhibitors—met SMPTE officers to discuss standardization. Here and on the opposite page they are shown in action.

MR. SKOURAS ON CINEMASCOPE



"In about six weeks, we will be able to show you some pictures you will marvel at. . . ."



"And, gentlemen, with our process, a theatre man will need only one projector, and one screen, and he won't have to spend a fortune. . . ."



As Mr. Skouras finished, newsmen still asked questions, and Charles Einfeld, vice-president, right center, handled the lens "compression" theory.



All photos by the Herald

RKO has acquired the rights to use the new three-dimensional Norling camera and plans to enter the 3-D field shortly. Like the product filmed in Natural Vision and the Stereo-Techniques systems, product made with the Norling camera requires the use of Polaroid glasses. Three-dimensional equipment for these three processes are interchangeable. RKO will lease the Norling equipment to other companies.

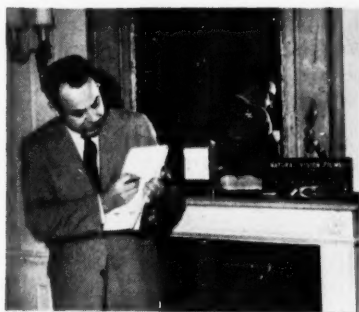
Twentieth Century-Fox will make two pictures in its own three-dimensional process (requiring the use of glasses) as well as the 10 already announced for filming in the wide-screen CinemaScope process. Starting dates for eight of the 10 CinemaScope productions were set. Spyros Skouras, presi-

dent, flew to Paris to expedite production of CinemaScope equipment.

Paramount scheduled its third three-dimensional film, "Those Sisters from Seattle," to be produced by Pine-Thomas. Now shooting in the company's 3-D process and the traditional manner is "Sangaree." Second on the company's 3-D schedule is a musical, "Red Garters," to be produced by Pat Duggan this spring. "Rushes" on "Sangaree" will be shown to the trade in New York Monday morning at the Paramount theatre on Broadway.

Warner Brothers indicated its confidence in the industry and its belief that the business was not about to undergo major revolution overnight by announcing one of the

MR. GUNZBERG ON NATURAL VISION



Milton L. Gunzberg explains "inter-ocular."



Mrs. Gunzberg, executive vice-president, sits in on the interview.

MR. NORLING'S CAMERA



John A. Norling displays his camera, via stereo slides.



... And answers numerous questions. With him is Charles Boasberg, RKO general sales manager.

THE SMPTE AND EXHIBITORS



He called the meeting to order: Herbert Barnett, SMPTE president, Cinerama's vice-president.



They came to listen, and to suggest: D. John Phillips, New York exhibitor representative; Wilbur Snaper, Allied, and Samuel Pinanski, TOA.

heaviest production schedules in its history. On the schedule are two Natural Vision features, "House of Wax," now halfway completed, and another still to be announced.

In light of all these announcements, Allied's Mr. Myers wrote: "Now is the time for responsible heads of the film companies to pause and consider. In its present state, the industry is in no condition to suspend operations pending the outcome of a battle of the giants. And if each giant has a different method and there is no mechanical interchangeability, it is not to be expected that many theatres will be equipped to handle films made by different methods, and the

giants may find themselves without retail outlets. . . ."

Saying that it was difficult to tell whether there was a genuine stampede to 3-D or "whether some of the bulls are merely pawing the ground to see which can stir up the most dust," Mr. Myers recalled the advent of sound pictures in the late 1920's which distributors used as "an opportunity to freeze out the small exhibitors." It was necessary to go to the Justice Department then, and it may be necessary again, he indicated.

Mr. Myers claimed that some of the producers "intend to use 3-D as a further weapon in reestablishing the monopoly" which

the courts condemned in the Paramount case. He cited as an example 20th-Fox and said that 20th-Fox "spurns Natural Vision" or any method which the independent exhibitor can afford, and instead is using for the major part of its product a system which could cost a theatre anywhere from \$25,000 to \$100,000.

Out of the SMPTE meeting came five chief recommendations. They were:

1. The manufacture of all-purpose screens which are adaptable for all three dimensional processes and wide-screen systems.
2. The immediate standardization of technical terms to eliminate misunderstandings.
3. A change in the height and width ratio of the picture in order to realize a bigger picture on the screen using present-day projection equipment.
4. That SMPTE act as liaison with the Motion Picture Research Council on the coast.
5. That the SMPTE prepare and distribute a report on the basic principles of all three dimensional and wide-screen systems presently advocated.

It was emphasized after the meeting by Herbert Barnett, SMPTE president, that engineering standardization must originate on the coast and in this connection the pioneering three dimensional work of the Motion Picture Research Council on the coast was highlighted.

The Council, it was said, is working in cooperation with such equipment dealers as Altec Service Company and RCA Service Company, the two firms currently installing the synchronization machines for Natural Vision and Stereo-Techniques.

Among the standardization proposals before the Council, according to the report, are two suggested reel sizes, 3,500 or 5,500 feet, and the adoption of such basic standards as the fixing of the image on the screen.

Endorsing the aims of the SMPTE meeting, J. Robert Hoff, president of the Theatre Equipment Supply Manufacturers Association, wired Mr. Barnett: "Present proposed divergent processes create huge engineering expenses for all manufacturers . . . we would welcome a single standard that would enable us to produce desired equipment at lowest possible cost to the exhibitor. The Association pledges its cooperation in your efforts."

Calls Wide-Screen 3-D "Ultimate in Films"

At his New York press conference, Natural Vision's Mr. Gunzberg told trade reporters that he, president of a three-dimensional process company, was "delighted" with 20th-Fox's wide-screen CinemaScope system. "The ultimate in films," he said, "will be an actual three-dimensional wide-screen system."

Mr. Gunzberg, accompanied on this trip east by his wife, who is executive vice-president of the company and handles the Natural Vision equipment business, said that he already had talked with Darryl Zanuck, 20th-

(Continued on following page, column 3)

OPEN THROTTLE ON 3-D FRONT ON WARNER LOT

Jack Warner Cites 9 Films in Work, With Only One Produced in 3-D

Warner Brothers' message on the state of the industry is being told in terms of maximum production on its 21 sound stages, according to an announcement Monday by Jack L. Warner, vice-president in charge of production. Not since the "boom days of World War II," said Mr. Warner "have we had this peak production of more than 1,600 workers engaged in the filming of nine major films." The company has one Natural Vision three-dimensional picture now in production and another scheduled for the immediate future.

No comment was made on the company's reaction to the demonstration of 20th Century-Fox's wide-screen CinemaScope system. Mr. Warner and Nicholas Schenck, president of Loew's, Inc., witnessed the demonstration of the CinemaScope process at an invitational showing last week. Mr. Warner did, however, say that "new pioneering advances, carefully grounded by research and experimentation are expanding the horizon of our industry."

Seven in Color

Of the nine feature films now in production, seven are being made in color—four in color by Technicolor and three in the WarnerColor process. With all but one of these productions in the standard two-dimensional group, the company demonstrated to exhibitors that it was not making the all-out switch to 3-D at this time. The one three-dimensional production by the studio, "House of Wax," is in WarnerColor.

Promising to follow a policy in the development of "new frontiers of entertainment," Mr. Warner said the studio will concentrate on presenting top talent in strong stories. He mentioned further that Warner research experts were constantly working toward the latest and best developments in production technique.

All phases of entertainment are included in the nine features currently in work. Six of the 15 production units are specialized dance production companies working with musical pictures or films which have important musical production numbers.

Has 31 Musical Spots

"So This Is Love," in color by Technicolor, starring Kathryn Grayson, depicts the story of Grace Moore, musical star. Henry Blanke is producing and Gordon Douglas is directing the film, which has 31 musical spots, ranging from Broadway stage shows to Metropolitan Opera scenes.

David Butler is directing and William Jacobs is producing "Calamity Jane" star-

ring Doris Day, Howard Keel and Allyn McLerie. This story, based on the life of the legendary frontier heroine, is also in color by Technicolor.

Some 20 musical numbers will highlight the Technicolor production of "The Eddie Cantor Story." Keefe Brasselle stars as Cantor and Marilyn Erskine portrays his wife Ida in this musical produced by Sidney Skolsky and directed by Alfred Green.

Jane Wyman, Academy Award winner, and Sterling Hayden head the cast of "So Big," film version of the Edna Ferber novel. Henry Blanke is producing and Robert Wise is directing the drama for the studio.

Jane Powell, Gordon MacRae and Gene Nelson are featured in "Three Sailors and a Girl," another musical in color by Technicolor. Sammy Cahn is producing and Roy Del Ruth is directing.

"Sulu Sea," starring Burt Lancaster and Virginia Mayo, an adventure saga, is being produced by Samuel Bischoff and directed by Arthur Lubin.

Will Rogers, Jr., Returns

Will Rogers, Jr., returns to the screen as the star of "The Boy from Oklahoma," which will be in WarnerColor. Michael Curtiz will once again direct Mr. Rogers, while David Weisbart is the producer.

Also filming in WarnerColor is "Riding Shotgun," Western starring Randolph Scott. Ted Sheredman is producing for the studio and Andre de Toth is directing.

Two other films are being made for Warner distribution. They are "Blowing Wild," in color by Technicolor, starring Gary Cooper, Barbara Stanwyck, Ruth Roman and Anthony Quinn, and produced by Milton Sperling's United States Pictures; and the Wayne-Fellows Productions' "Island in the Sky," starring John Wayne.

U-I Sets Latin American Regional Sales Meetings

Universal International Films have scheduled a series of regional sales meetings for the next two weeks in which home office executives will confer with the managers of U-I branches throughout Latin America. Members of the New York contingent who will meet in Mexico City with Caribbean area managers over the weekend and the South American managers in Lima, Peru, Thursday and Friday, are Milton R. Rackmil, president; Alfred E. Daff, executive vice-president; Ben M. Cohn, foreign department executive, and Al Lowe, Latin American supervisor.

Reopen Damaged Theatre

The Dover theatre, heavily damaged by fire October 8, has been rebuilt and has reopened. J. T. Spurlock is the owner.

(Continued from preceding page)

Fox studio head, and other studio executives concerning the adaptation of Natural Vision to the wide-screen process, which, in that case, would require the use of glasses.

Dealing with the more immediate present, Mr. Gunzberg said that there soon will be no bottleneck in "Bwana Devil" bookings as a result of a shortage of the throw-away Polaroid glasses. Production currently is at a rate of 800,000 pairs a week and will be increased from a total of 6,000,000 in March to 12,000,000 in May. The Natural Vision film will have a dual opening in New York City February 18 and by the end of March will have had 105 bookings in the area.

3-D Adaptable to TV, Says Mr. Gunzberg

The beauty of the NV feature, he said, is that existing projection equipment can be so easily adapted for its showing. He thus indicated that he didn't believe there would be any immediate revolution in the industry requiring expensive overhauling of existing equipment. As a sort of postscript, the Natural Vision head told reporters that his process could be adapted for use by television "practically, simply and compatibly," but he declined to give a date when that might be done.

Sol Lesser's hour-long program of the British-made Stereo-Techniques shorts opened at the New York Globe last week and, although roughly treated by the professional critics, wound up with a 7-day gross in the vicinity of \$25,000. The program is being held for a second and possibly a third week. It also opened in six other situations in the week, all of which reported top business.

In moves to protect the industry's estimated \$300,000,000 inventory of films, both Mr. Lesser and Paramount this week announced processes by which two dimensional films might be given the "illusion" of three dimensions.

Paramount "Illusion" Would Cost Theatre Man \$2,500

Y. Frank Freeman, vice-president in charge of Paramount production, said that the company is "hopeful" about its method which would be made available to all theatres at a conversion cost of about \$2,500. The illusion, he said, will be possible on any screen with dimensions over 20 by 24 feet, and no glasses are necessary in the viewing. The Lesser equipment, a "wide vision surround," is a British invention to which Mr. Lesser and a group of associates have acquired the U. S. rights. Demonstrations for the trade and press are expected to be held in about two weeks.

Declare GPE Dividend

Directors of the General Precision Equipment Corporation have declared a dividend of 25 cents per share on the company's common stock payable March 15, 1953, to stockholders of record February 25.

NO

MATTER

HOW

YOU

LOOK

AT HER...

SHE MEANS BUSINESS!



bette davis



in "the star"

**RIPS THE MASK OFF THE KLEIG CAPITAL AND SHOWS YOU
WHAT HAPPENS WHEN A TOP GLAMOUR GAL FALLS!**

Here's How SHOWMEN Look at Her!

Heading for 4th **SMASH WEEK**
at Rivoli Theatre, New York

8th **SENSATIONAL WEEK**,
4-Star Theatre, Los Angeles

And watch for other **SOCKO**
openings in **OKLAHOMA CITY**,
PHILADELPHIA, **INDIANAPOLIS**,
DETROIT, **EVERYWHERE!**

Here's How CRITICS Look at Her!

"A Bette Davis Triumph!"

—Walter Winchell

"...Will carry Miss Davis smack
up to an Academy Award."

—Louella Parsons

"Before awarding Academy
prizes, wait until you see
Bette Davis in 'The Star.'"

—Ed Sullivan

"The Star is perfect for the
picture and the picture is
perfect for the star."

—Motion Picture Herald

BERT E. FRIEDLOB presents

BETTE DAVIS in "THE STAR"

co-starring **STERLING HAYDEN** with **NATALIE WOOD** • **WARNER
ANDERSON** • **MINOR WATSON** • **JUNE TRAVIS** • Produced by
BERT E. FRIEDLOB • Directed by **STUART HEISLER** • Original Story
and Screenplay by **KATHERINE ALBERT** and **DALE EUNSON**
A **BERT E. FRIEDLOB** production • Released by **20th Century-Fox**



BACK BROTHERHOOD WEEK'S
SILVER ANNIVERSARY Feb. 15-22

Terry Ramsaye Says

• • • • •

New Pacts at Columbia Approved

THE BIG FEVER—With the Hollywood-New York scene in quite the maddest, most fantastic period of hopes, fears, ambitions, rivalries, despairs and determinations in all its racing half-century, it is a time for some calm consideration. The central symptom, but not the cause, is the eruption of three-dimensional or 3-D pictures and wide-screen panoramic systems.

The manifestations and excitements of the period do not pertain to the intrinsic nature of the devices concerned. Those are but the provocations for expression of that vast, uninformed, hope for some miracle—a return to the lush box offices of other days.

The degree of fever and high pitches of enthusiastic anticipation are confessions of otherwise unadmitted befuzzlements and alarms.

The situation thereby contributes little indeed to the morale of an industry which must the while make a living today and now, and the while move an inventory of considerably more than a hundred million dollars worth of unreleased product.

Twenty and odd thousand American theatres, a world total of upwards of a hundred thousand, can not be closing down and waiting the local delivery of any multi-dimensional miracles.

Among the incidental but not minor perplexities to be presented, should the revolutionary miracle take over America, would be that foreign market which has been giving Hollywood between 40 and 50 per cent of its sustenance. It would be rather a while before those far flung theatres in other lands would or could be equipped for and adjusted to the new medium.

Also speaking of re-equipment costs, it is apparent that the enthusiastic exponents of the new devices are being most generously conservative in their estimates. Some of them are ignoring entirely inevitable elements of complication inescapable with the machinery under evolution. In one case for instance, we were first assured that all that would be necessary would be a new projection lens to spread the image. Meanwhile this is supposed to be accompanied by stereophonic, or directional, sound, involving a matter of four sound tracks and probably a control track, serving a minimum of four speaker systems. That would suggest that something important and intricate would have to be done in the sound head at the projectors—costing what?

So much is being said, and so diversely, that it would take three-shift attention to a news-printer report to keep abreast of the flow. Statements stand valid for some-

times so much as a whole day. One company has had three policies, apparently some of them concurrent yet. Statements made by sources in confusion are being reported through persons in deep misunderstanding, or none.

Currently it would appear that there are nine or ten of what one might call substantial organizations or interests participating in what really goes on in the 3-D and related fields. There are just about that many degrees of conviction and enthusiasm.

The dispassionate observer must have appreciation of the observation of Abram F. Myers that it is "difficult to tell if there is a genuine stampede to 3-D or whether some of the bulls are merely pawing the ground to see which can stir up the most dust."

It is however clear enough that a majority of the participants are a great deal more interested than convinced. A decided and certainly advisable tentativeness, one-toe-in-the-water-first attitude, prevails.

The presentations so far, attracting an intense interest in Hollywood and New York communities with large professional and susceptible populations, have demonstrated little beyond novelty appeal. As pertaining to their future position in the industry they actually amount to little more than glorified shop demonstrations of new machines in operation.

There has not been and can not be for yet a while a true measure of the capacity of any of the methods concerned to improve upon the narrative capacity of the existing orthodox two-dimensional motion picture. That will have to be done or else.

The current indications are that the new methods do not yet include promise of the capacity to do as good a job of telling the story as the existing art.

In the opinion of this writer no important change in the much discussed dimensional ratios of the screen are indicated, or can be of service. An ultra wide screen effect has long been available in the supplementary wide angle projection lens known as the Magnascope. It produces, at provocative interludes, an effect, frequently, however, invasive of dramatic illusion.

Incidentally there have been many experiments and tinkering with screen ratio in the years ago. None of them demonstrated value, none survived.

* * * *

This it would seem is not the time to join anybody's stampede. The motion picture industry will have to survive and prosper by the service of the great majorities by the processes and standardizations of

Stockholders of Columbia approved the new contracts for Jack Cohn, executive vice-president, and A. Montague, sales manager, and elected the slate of nominees for directors, including two new ones, at the annual meeting in New York Monday.

The meeting was marked by occasional outbursts and criticism of management by minority shareholders.

The full board of directors elected include: Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A. Montague, Donald S. Stralem, Alfred Hart and A. M. Sonnabend, the latter two being the new directors. Mr. Hart is president of Alfred Hart Distilleries of Los Angeles and Mr. Sonnabend president of Sonnabend Associated Properties of Brookline, Mass.

Gerald Rackett's contract continuing him in charge of the laboratory was approved and there were granted to him options for 1,000 shares of the stock of the company.

Both Jack Cohn and Mr. Schneider, vice-president and treasurer, explained the public was "buying" 3-D and that Columbia would join the parade of companies utilizing the new medium. They said no decision was made as to which process would be adopted, but that all systems would be thoroughly explored before a decision is made.

Clarified for stockholders was producer Stanley Kramer's contract. The original contract called for five years but it has been amended so that both parties have the right to terminate the agreement at the end of the third year. The contract is now nearing the end of the second year.

Albert Sanford Dies; Was Industry Pioneer

Albert "Bert" Sanford, 60, industry pioneer, died February 10 in New York of a heart attack. Mr. Sanford entered the industry as an actor for D. W. Griffith of the old Biograph Studio. From 1912 to 1917 he was booker and assistant exchange manager in New York for General Film, went to Pathe where he became top salesman. For many years he was with Electric Research Products, and its successor Altec Lansing, from which he resigned in 1949 to become general sales manager of ABC Vending.

Mass for Mr. Sanford was to be said Saturday at St. Patrick's Cathedral in New York, with burial at Gate of Heaven Cemetery, Valhalla, N. Y. Mr. Sanford is survived by his widow, Madeline; a daughter, Mrs. Patricia Donnelly; two brothers and three sisters.

media and equipment which permit it to deliver the best entertainment, the most show, for the least money.

No invention can repeal the basic economic law.

"Funny thing...my boss complains he doesn't always have time to attend Trade Shows...but when a new M-G-M musical comes along... oh boy!"



Mix business and pleasure! A new M-G-M Technicolor Musical is Box-office news! Be there at the Trade Shows!

"SMALL TOWN GIRL"

Big Time Musical!

FEB. 24th

ALBANY	20th-Fox Screen Room	1052 Broadway	2/24	2 P.M.	MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2/24	12 Noon
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2/24	2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	2/24	1:30 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2/24	2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2/24	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2/24	2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	2/24	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	2/24	1:30 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	2/24	1:30 P.M.
CHICAGO	Warner Screen Room	1307 S. Wabash Ave.	2/24	1:30 P.M.	NEW YORK N. J.	M-G-M Screen Room	630 Ninth Avenue	2/24	2:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	2/24	8 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	2/24	1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	2/24	1 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	2/24	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2/24	2:30 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	2/24	2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2/24	2 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2/24	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	2/24	1 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2/24	2 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2311 Cass Avenue	2/24	1:30 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	2/24	1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	236 No. Illinois St.	2/24	1 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	2/24	1 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth St.	2/24	2 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	2/24	1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	2/24	1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	2/24	1 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2/24	2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	2/24	2 P.M.

M-G-M presents Jane Powell • Farley Granger in "SMALL TOWN GIRL" • with Ann Miller • S. Z. Sakall • Robert Keith Nat King Cole • Billie Burke • Bobby Van • Color by Technicolor • Screen Play by Dorothy Cooper and Dorothy Kingsley • Story by Dorothy Cooper • Music by Nicholas Brodsky • Lyrics by Leo Robin • Directed by Leslie Kardos • Produced by Joe Pasternak

(All together for Brotherhood Week's Silver Anniversary Feb. 15-22, 1953)

Box Office Champions For January, 1953

The Box Office Champions are selected on the basis of the gross revenue at key city theatres throughout the country.

ABOVE AND BEYOND

(Metro-Goldwyn-Mayer)

Produced and Directed by Melvin Frank and Norman Panama. Written by Melvin Frank, Norman Panama and Beirne Lay, Jr. Cast: Robert Taylor, Eleanor Parker, James Whitmore, Larry Keating.

APRIL IN PARIS

(Warner Bros.)

Produced by William Jacobs. Directed by David Butler. Written by Jack Rose and Melville Shavelson. Technicolor. Cast: Doris Day, Ray Bolger, Claude Dauphin, Eve Miller, George Givot.

MILLION DOLLAR MERMAID

(Metro-Goldwyn-Mayer)

Produced by Arthur Hornblow, Jr. Directed by Mervyn LeRoy. Written by Everett Freeman. Technicolor. Cast: Esther Williams, Victor Mature, Walter Pidgeon, David Brian, Donna Corcoran, Jesse White, Maria Tallchief. (Champion for the second month.)

The record grosses run up by the Arch Oboler Natural Vision production "Bwana Devil" in San Francisco, Chicago and Los Angeles make it an obvious Box Office Champion. It is now being released by United Artists. However, because of the unusual nature of this 3-D picture, it is not listed among the regular Champions this month.

MY COUSIN RACHEL

(20th Century-Fox)

Produced by Nunnally Johnson. Directed by Henry Koster. Written by Nunnally Johnson (from a novel by Daphne du Maurier). Cast: Olivia de Havilland, Richard Burton, Audrey Dalton, Ronald Squire.

THE ROAD TO BALI

(Paramount)

Produced by Harry Tugend. Directed by Hal Walker. Written by Frank Butler, Hal Kanter and William Morrow. Technicolor. Cast: Bob Hope, Bing Crosby, Dorothy Lamour, Murvyn Vye, Peter Coe.

STARS AND STRIPES FOREVER

(20th Century-Fox)

Produced by Lamar Trotti. Directed by Henry Koster. Written by Lamar Trotti with story by Ernest Vajda. Technicolor. Cast: Clifton Webb, Debra Paget, Robert Wagner, Ruth Hussey, Finlay Currie, Benay Venuta. (Champion for the second month.)

Screen Writers Guild Offers New Award

A new achievement award will be presented by the Screen Writers Guild at the fifth annual awards dinner to be held at the Hollywood Palladium March 10. This new presentation will be given to the screen writer who made the most distinguished contributions over a number of years. The writers will also give awards for past year's best comedy, drama and musicals.

Screen Writers Guild Drops Blacklist Suit

As a result of a nine to one vote in the mail referendum, the Screen Writers Guild's executive committee, in Hollywood, will drop the so-called blacklist suit against the studios. The recommendation of the executive group to drop the suit was based on a letter from Eric Johnston, MPAA president.

Seek Additional \$900,000 From Balaban and Katz

CHICAGO: Seeking an additional \$900,000 damages in their anti-trust suit against Balaban and Katz Corporation, the Congress Theatre Building Corporation filed suit in Federal District Court here over the

weekend. The suit charges that Balaban and Katz reduced the building's income through favoring its other theatres by giving them better running time and bigger attractions than the Congress. The additional sum arises from an alleged offer by the defendant to buy the building for \$625,000 and subsequent failure to do so. The Illinois Appeal Court originally dismissed the case.

"Limelight" Picketing Light In Metropolitan New York

With the exception of some brief picketing by American Legionnaires at RKO Fordham and Marble Hill theatres, there has been no trouble in connection with the New York showing of "Limelight" in 63 houses in the Metropolitan area. RKO Theatres representatives reported the two picketing incidents were orderly and had no effect on business. United Artists spokesmen said the picture is doing normal business in New York, "neither sensational nor poor."

Publish Crosby Life Story

The autobiographical story of Bing Crosby, noted screen star, has started in the current issue of the *Saturday Evening Post*.

Nominees for Awards Set By Academy

HOLLYWOOD: Nominations for the Academy of Motion Picture Arts and Sciences' 1953 "Awards of Merit" were announced Monday. The awards ceremonies disclosing the winners will be held March 19, and will be televised over NBC nationally. RCA will sponsor the telecast.

Following is a listing of the contenders in the major categories.

Best Motion Picture: "The Greatest Show on Earth," Cecil B. DeMille-Paramount; "High Noon," Stanley Kramer Productions; "Ivanhoe," MGM; "Moulin Rouge," Romulus Films, and "The Quiet Man," Argosy Pictures-Republic.

Best Actress: Shirley Booth for "Come Back, Little Sheba," Hal Wallis-Paramount; Joan Crawford for "Sudden Fear," Joseph Kaufman Productions-RKO Radio; Bette Davis for "The Star," Bert Friedlob Productions-20th Century-Fox; Julie Harris for "The Member of the Wedding," Stanley Kramer Productions, and Susan Hayward for "With a Song in My Heart," 20th-Fox.

Best Supporting Actress: Gloria Grahame for "The Bad and the Beautiful," MGM; Jean Hagen for "Singin' in the Rain," MGM; Colette Marchand for "Moulin Rouge"; Terry Moore for "Come Back, Little Sheba," and Thelma Ritter for "With a Song in My Heart."

Best Actor: Marlon Brando for "Viva Zapata," 20th-Fox; Gary Cooper for "High Noon"; Kirk Douglas for "The Bad and the Beautiful"; Jose Ferrer for "Moulin Rouge," and Alec Guinness for "The Lavender Hill Mob," J. Arthur Rank.

Best Supporting Actor: Richard Burton for "My Cousin Rachel," 20th-Fox; Arthur Hunnicut for "The Big Sky," Winchester Pictures-RKO Radio; Victor McLaglen for "The Quiet Man"; Jack Palance for "Sudden Fear" and Anthony Quinn for "Viva Zapata."

Best Director: Joseph L. Mankiewicz for "Five Fingers," 20th-Fox; Cecil B. DeMille for "The Greatest Show on Earth"; Fred Zinneman for "High Noon"; John Huston for "Moulin Rouge" and John Ford for "The Quiet Man."

Quebec Scene of First World Premiere With "I Confess"

Quebec had its first world premiere Thursday when "I Confess," Warner film directed by Alfred Hitchcock, opened at the Capitol and Cartier theatres. Both theatres constructed special fronts heralding the premiere, which was held before an all-reserved seat audience. Among the guests of honor were Lieutenant Governor Gaspard Fautoux, Premiere Maurice Duplessis, Mayor Lucien Borne, Archbishop Maurice Roy, Brig. Frank Fleury and Inspector Maurice Laberge.

HUGHES GETS BACK RKO AS STOLKIN DEFAULTS

Forfeit \$1,000,000 Payment; See Grainger Election as President Shortly

HOLLYWOOD: Negotiations between Howard Hughes and the Ralph Stolkin syndicate were terminated here Wednesday, February 11, with the Stolkin group forfeiting the approximately \$1,000,000 deposit it paid to Mr. Hughes last fall for his controlling interest in RKO Pictures, and possession of the stock in escrow being returned to Mr. Hughes.

It was reported early this week that members of the Stolkin syndicate would be released from further obligations under their stock purchase contract with Mr. Hughes, which called for future payments to him aggregating more than \$6,000,000. Interest payments and penalty provisions for defaults also were involved, and presumably are being waived by Mr. Hughes.

Syndicate Takes Tax Loss On \$1,000,000 Deposit

The manner in which the deal will be terminated will enable the Chicago syndicate members to take a tax loss on their \$1,000,000 deposit and will permit Mr. Hughes to earn a capital gain.

Edward G. Burke, Jr., the sole remaining member of the Stolkin syndicate on the RKO Pictures board, will resign, making way for the election to the board of James R. Grainger, who then will be elected president. The Stolkin group's tenure in RKO Pictures lasted a little more than four months. In that time it brought about a complete turnover of top executives of the company. Other members of the syndicate resigned following publication in the *Wall Street Journal* of New York last November of unfavorable publicity concerning the previous business activities of some and the unsavory associates of others.

Under the Hughes-Stolkin agreement, a payment of \$150,000, designed as an evidence of good faith in carrying out the balance of the stock purchase agreement, was to have come due Thursday. The syndicate's decision not to make the payment brings about the termination of the deal, it was reported early this week.

Journal Finds Facts "Hard to Nail Down"

Reporting on the "RKO Pictures puzzle" Tuesday, the *Wall Street Journal* found "the facts hard to nail down." It reported that one member of the Stolkin syndicate, and another's attorney confirmed the plan to turn back the stock, but that Mr. Stolkin's lawyer denied it.

Ray Ryan, who participated in the five-man syndicate, declared: "It is my under-

standing that the syndicate is ready to default on the second payment and turn the stock back to Mr. Hughes. N. Joseph Ross, attorney for Sherrill Corwin, another member of the syndicate, stated: "Mr. Corwin is turning his stock back to Mr. Hughes."

Mr. Stolkin, located in Chicago, said: "I am very busy right now. I have no comment for you about anything." His attorney, Harry Kahn, was more positive. He stated: "There is no plan for turning the stock back."

"This conflicting testimony," the *Journal* said, "sustained the aura of confusion that has surrounded RKO affairs for many months."

New Resignations Take Effect at Home Office

New resignations followed in the home office. Robert Goldfarb, director of personnel, office management and purchasing, announced his resignation Monday.

Meanwhile, other resignations in reorganization of the advertising, publicity and exploitation departments were disclosed. They included Orville Deffenbaugh, Herbert Haines, and Ernest Leffers, artists; Miriam Brandon, pressbook editor, and Charles Cohen, copy writer. The latter has rejoined the advertising department of 20th Century-Fox.

Japanese Company Head Lauds American Product

Hideo Shiotsugu, president of Eiga Haikyu Company, Ltd., Tokyo, one of the largest film companies in the Orient, said in Hollywood Monday that American motion pictures have done more than anything else to establish democratic processes in Japan. Mr. Shiotsugu, 33, the youngest Japanese film company head, is in this country to confer with Steve Brody, president of Allied Artists. The young executive said that of the total number of films shown in Japan's 3,220 theatres, 42 per cent are imports and 32 per cent of these are American-made productions.

National Theatres Net For Quarter \$544,697

HOLLYWOOD: The consolidated net income of National Theatres Inc., and voting-controlled subsidiaries, after all charges, for the quarter ended December 27, was \$544,697, which amounted to 20 cents per share on 2,769,486 shares of stock outstanding. This was the first quarter following National's separation from 20th Century-Fox Film Corp., as a result of the consent decree. Corresponding figures for the same period the year before were \$373,948 and 14 cents per share.

Theatre TV Hearing Is Recessed

WASHINGTON: The Federal Communications Commission recessed the theatre television hearings to an undetermined date Monday after a day of intensive questioning on the industry's specific proposals for theatre television.

While the hearing is in recess the Commission will decide—based on the information given Monday by two industry attorneys—whether to go on with the hearings or call them off. And, if the FCC decides to continue with the hearings, it has said it may change their scope.

A Commission spokesman said the FCC probably would make its decision on the hearings late this week or early next week. In any event there probably won't be a resumption of the hearings for two weeks, since the Commission will be tied up until then in oral arguments in other cases.

Monday's session was characterized by insistent Commission probing for details on exactly how and when and by whom a theatre television service would be operated.

Marcus Cohn, attorney for National Exhibitors Theatre Television Committee, bore the brunt of the Commission's perplexed questioning on policy and programming for the service. He estimated that within 10 years there would be from two to five hours of theatre television programs available to theatres daily.

Within a couple of years, he said, if theatre television moves forward "with rapidity" there would be from one to two hours available.

Schedule Big Opening of "Andersen" in Washington

What is described as one of the biggest openings in recent times will hit Washington, D. C., the night of February 19, when Samuel Goldwyn's RKO Radio release, "Hans Christian Andersen" begins at the Metropolitan theatre. Top officials and other personalities will attend, debutantes will be hostesses, and the American Newspaper Women's Club will sponsor.

Paramount Votes Dividend

The board of directors of Paramount Pictures have voted a quarterly dividend of 50 cents per share of common stock payable March 27, 1953, to holders of record March 16.

Paramount's Sensational



From Hal Wallis, Producer

IN FAME'S POLL

Sensational Honors NOMINATED FOR **ACADEMY AWARDS**

Best Actress *Shirley Booth*

Best Supporting Actress *Terry Moore*

"Year's Best Actress, Shirley Booth."

—*New York Film Critics*

"Choice of the Year."—*Time Magazine*

"Special Award." —*Parents' Magazine*

"Picture of the Month." —*Redbook*

"Picture of the Month."

—*Good Housekeeping*

"The Month's Best." —*Coronet*

"A sterling achievement for Hal Wallis." —*Los Angeles Times*

"Top Actress of Year, Shirley Booth."

—*Associated Press Poll*

"Year's Best Performance, Shirley Booth." —*Newsweek*

"Year's Best Actress."

—*National Federation of Women's Clubs*

"Highest Rating." —*N.Y. Daily News*

"Miss Booth should win an Academy Award." —*Life*

"Will probably bring Miss Booth an Academy Award." —*Holiday*

"Picture of the Month." —*Photoplay*

"Terry Moore's sexy portrayal an eye-opener." —*Los Angeles Mirror*

**Sensational Pre-selling
with ads in national magazines
and fan list . . . to total circula-
tion of over 40,000,000!**



sational "Sheba"

Producer Of The Year
OF EXHIBITORS



**BURT
LANCASTER**

**SHIRLEY
BOOTH**

IN **HAL WALLIS'**
PRODUCTION

**Come
Back,
Little
Sheba**

Co-starring
TERRY MOORE

with RICHARD JAECKEL • Directed by DANIEL MANN

Screenplay by KETTI FRINGS

Based on the original play by William Inge

Produced on the stage by the Theatre Guild

Sensational Business

New York City
8TH WEEK

Los Angeles
8TH WEEK

San Francisco
HELD OVER

Buffalo
GREAT!

Washington
BIG!

Mass dating starts March 19th,
timed to Academy Awards



People in The News

CAM PRICE, veteran RKO Radio salesman, has been named branch manager of the RKO exchange in Jacksonville. Mr. Price will be joined by PAUL HARRISON, salesman from the Atlanta branch, and JAMES HUDGENS, of the Oklahoma City branch, who will serve as office manager.

LOUIS B. MAYER, chairman of the board of Cinerama Productions Corporation, has arrived in New York for conferences with company officials.

GERALD E. WEILER, assistant to producer RICHARD DE ROCHEMONT, has been called to active duty in the U. S. Army Signal Corps. The staff of Vavin, Inc., de Roche-mont's producing company, tendered a luncheon to him Friday at the Biarritz restaurant in New York.

JAMES A. FITZPATRICK, producer of Metro-Goldwyn-Mayer Traveltalks, sailed Sunday for a South American tour during which he will shoot footage for some of next season's releases.

JAMES PERKINS, managing director for Paramount International in England, left New York by plane for London Sunday following an eight-week visit in the United States.

HERMAN TEMPLE is leaving the New York art department of 20th Century-Fox to work as a consulting art director and freelance visualizer on independent accounts.

EDWARD E. SULLIVAN, 20th Century-Fox publicity manager, arrived in Hollywood last weekend to participate in conferences with HARRY BRAND, studio publicity director, on forthcoming product.

HAROLD SHARP, Coca-Cola executive, and MORTON DOWNEY, prominent entertainer, are in Mexico City conferring with LUIS

R. MONTES, chairman of the local Variety Club convention.

JEROME A. ADAMS, branch manager of the Washington, D. C., MGM film exchange, announced that he has resigned his position effective April 4 to accept another position in California.

DAVID ROSENTHAL has been appointed branch manager of United Artists' Cleveland exchange, it was announced this week by B. G. KRANZE, the company's general sales manager.

FRED J. SCHWARTZ has been elected to the presidency of Century Theatres, succeeding the late ALBERT A. HOVELL. LESLIE SCHWARTZ succeeds his brother as vice-president.

DINO DE LAURENTIS, Italian producer of the Ponti de Laurentis studios in Rome, has arrived in New York for a visit.

HAROLD MIRISCH and G. RALPH BRANTON, Allied Artist vice-presidents, arrived in New York Monday for a series of sales conferences with home office and eastern sales executives.

WILLIAM GERMAN, of William German Inc., was unanimously elected to the board of directors of the Motion Picture Pioneers, Inc.

LEON BRANDT has joined Samuel Goldwyn Productions in charge of exploitation, it was announced by DAVID GOLDING, national director of advertising and publicity.

MERVIN HOUSER has arrived in New York from Hollywood to assume temporarily the duties of publicity director of the RKO Radio home office. Mr. Houser is an assistant to PERRY LIEBER.

Watson of Montevallo, secretary-treasurer; Mack Jackson of Alexander City, National TOA representative.

Alfred Starr, National TOA President, stressed the importance of organization "in critical times like these."

E. D. Martin of Columbus, Ga., led a discussion of research in the industry, covering all phases of third-dimensional and peripheral vision pictures.

Congressman Lauds Film

Representative Ben F. Jensen (R., Iowa) told the House of Representatives Monday that "America can well be proud of Samuel Goldwyn for his magnificent contribution to the entertainment of the world with production of 'Hans Christian Andersen.' It is one of the great motion picture achievements of our time."

Paramount Is Held to Run DuMont

The Federal Communications Commission ruling which Monday authorized the merger between the American Broadcasting Co. and United Paramount Theatres also held that Paramount Pictures Corp. controlled Allen B. DuMont Laboratories, Inc.

The Commission found that Paramount and UPT were qualified TV licensees without any anti-trust taint.

In terms of the DuMont control finding, the Commission decision means that the DuMont Television Network will be unable to acquire the five television stations it wants and that the two companies—Paramount Pictures and DuMont—will be permitted to license five stations between them. Under a Commission rule, no company may license more than five. DuMont is already the licensee of three TV stations, Paramount of one.

Commission officials said that the decision is effective immediately. All parties to the case, however, have 30 days in which to ask the Commission for a rehearing on the decision.

In ruling on the question of Paramount's control of DuMont, the Commission decision said that the record in the case "shows that as a matter of basic organization Paramount has been given a dominating position in DuMont which sets it apart, in terms of influence, from all of the other stockholders." This position, the decision said, results from the stock plan adopted by the company and is reflected in the selection of the board of directors, selection and function of officers and the "veto control of basic matters of corporate activity which require the consent of both classes of stock."

The decision approved the transfer of control of Paramount Television Laboratories, Inc., from the parent company, Paramount Pictures. It is the licensee of KTLA, Los Angeles television station.

In addition the Commission approved the transfer of control of WSMB-AM and WSMB-FM, New Orleans stations, from the parent company to UPT.

The Commission further granted the license applications for KTLA, WBKB, WSMB, and for the three DuMont television stations. Until now all of these stations have operated on temporary licenses, which had to be renewed periodically. As a result of Monday's decision, the licenses are now permanent.

New York Association To Honor Adolph Zukor

A permanent plaque paying tribute to Adolph Zukor will be unveiled March 3 by the Fourteenth Street Association on the New York site of Mr. Zukor's first "Automatic Vaudeville." The veteran film pioneer will also be tendered a testimonial luncheon by the organization March 4 at Luchow's restaurant.

Alabama TOA Unit Approves Arbitration

The Alabama Theatres Association at its annual convention in Birmingham, Ala., February 6, approved the action of the TOA board of directors, looking to a meeting of all important exhibitor groups in an attempt to develop an acceptable system of arbitration.

The Alabama exhibitors also voted to hold a joint convention with the Motion Picture Theatre Owners and Operators of Georgia, Atlanta Biltmore Hotel, Atlanta, Ga., May 31-June 1-2. Invitation for the regional meeting was extended by Roy Martin, Jr., of the Georgia Association.

R. M. Kennedy of Birmingham was re-elected president of the Alabama unit; R. C. Cobb of Fayette, vice president; T. E.

UNITED PARAMOUNT GETS AMERICAN BROADCASTING

FCC Approves Merger of Radio and TV Net with Big Theatre Circuit

The Federal Communications Commission in Washington Monday approved a merger of United Paramount Theatres and the American Broadcasting Company, after protracted argument. That very day, legal and corporate steps were taken to implement that approval, and by nightfall, the sprawling ABC radio and TV network was a subsidiary part of the far-flung theatre circuit, nee Paramount Theatres.

The start of the week was a busy one for the FCC. It recessed the hearings on theatre TV, and ruled that Paramount Pictures controlled Allen B. DuMont Laboratories (see pages 21 and 24).

Certificates of incorporation for the merged company, known as American Broadcasting-Paramount Theatres, Inc., were filed in Albany, N. Y., and Dover, Del., shortly after the Washington announcement. The merged company will be headed by Leonard H. Goldenson, UPT president.

The merger is being effected through an exchange of common stock of ABC for a combination of preferred and common stock of the merged company. In return for their 1,689,017 shares of common, ABC stockholders will receive 608,047 shares of five per cent \$20 par preferred and 666,717 shares of common stock of the merged company. The common stock held by stockholders of United Paramount will remain unchanged.

As a division of American Broadcasting-Paramount Theatres, Inc., the American Broadcasting Company, continuing the company and the ABC trade name, will operate the owned radio and television stations in New York (WJZ, WJZ-FM, WJZ-TV); Chicago (WENR, WENR-FM, WBKB); Detroit (WXYZ, WXYZ-FM, WXYZ-TV); Los Angeles (KECA, KECA-FM, KECA-TV); San Francisco (KGO, KGO-FM, KGO-TV), in addition to the nationwide ABC Radio Network and the ABC Television Network.

Theatre Operations Continue On Decentralized Basis

Theatre operations of the merged company will continue to be conducted on a decentralized basis by subsidiary companies.

The merged company will own and operate Channel 7 in Chicago, under the WBKB call letters. It was announced that television station Channel 4 in Chicago (now known as WBKB), owned and operated by UPT subsidiary, the Balaban and Katz Corporation, is being sold to the Columbia



THE PERSONALITIES in the merger approved this week by the Federal Communications Commission: Leonard Goldenson, left, president United Paramount Theatres, and Edward J. Noble, chairman of the board of the American Broadcasting Company.

Broadcasting System for \$6,000,000. Sale of the station was necessitated by FCC regulations prohibiting ownership of more than one television station in a given community. Channel 7 is now known as WENR-TV but its call letters will be changed to WBKB.

Commenting on the merger, Mr. Goldenson said in part: "The broadcasting industry is looking to a strengthened ABC for new and more varied programming on both radio and television. More entertaining, interesting and informative—these are the goals."

Robert E. Kinter, who will continue as president of American Broadcasting Co., a division of the merged company, said: "With added capital and with strengthened manpower, ABC will now have the weapons with which to compete more effectively."

The UPT directors on the board of the merged company are John Balaban, A. H. Blank and Robert B. Wilby, heads of UPT theatre operating subsidiaries; John A. Coleman, member of the New York Stock Exchange firm of Adler, Coleman & Company; Charles T. Fisher, Jr., president of the National Bank of Detroit; E. Chester Gersten, president, Public National Bank & Trust Company of New York; Leonard H. Goldenson, UPT president; Walter W. Gross, UPT vice-president and general counsel; Robert L. Huffines, Jr., director, Burlington Mills Corporation of Greensboro, N. C.; William T. Kilborn, president of the Flannery Manufacturing Company of Pittsburgh; Walter P. Marshall, president of Western Union Telegraph Company; Robert H. O'Brien, UPT secretary-treasurer,

and Herbert Schwartz, president, City Stores, Inc.

The five ABC directors who will join the new board are Edward J. Noble, ABC chairman; Mr. Kintner; Earl E. Anderson and Robert H. Hinckley, vice-presidents of ABC, and Owen D. Young, honorary chairman of the board of directors of the General Electric Company.

Officers of the merged company, in addition to Mr. Goldenson, president, will include, from UPT, Walter W. Gross, vice-president and general counsel; Edward L. Hyman, Sidney M. Markley and Robert M. Weitman, vice-presidents; Mr. O'Brien, secretary-treasurer; Simon B. Siegel, controller; J. L. Brown, assistant treasurer.

Noble to Be Finance Unit Head of Merged Company

Mr. Noble will be chairman of the finance committee of the merged company and also active in the ABC management. In addition to president of the ABC Mr. Kintner will be vice-president of American Broadcasting-Paramount Theatres, Inc. Mr. Hinckley will serve as vice-president of both the merged company and of the ABC division.

Among UPT's major theatre subsidiaries are Balaban and Katz Corporation operating in Chicago; New England Theatres, Inc., Minnesota Amusement Company; Wilby-Kinney Service Corporation, operating in Georgia, Alabama, North Carolina, South Carolina and Tennessee; Interstate Circuit, Inc., and Texas Consolidated Theatres, Inc., Florida State Theatres, Inc., Tri-States Theatres Corporation, operating in Iowa and Nebraska, and Paramount Gulf Theatres, Inc., operating in Louisiana and Mississippi.

SMASH THEME, SOCK NAMES



RKO's
25th
ANNIVERSARY
DRIVE!

co-starring

MONA FREEMAN · HERBERT MARSHALL · with LEON AMES

HEAD THIS ONE FOR TOP BOX OFFICE!

"Unusual dramatic story!" —FILM DAILY

"Plenty of speed...exciting!" —BOXOFFICE

"Finely acted...good marquee names!"
—HOLLYWOOD REPORTER

"Gripping entertainment...will cause
turnstile clickers to thank you!"
—SHOWMEN'S TRADE REVIEW

HOWARD HUGHES

presents

ROBERT MITCHUM

JEAN SIMMONS

in

**ANGEL
FACE**

R K O
RADIO
PICTURES

BARBARA O'NEIL • Produced and Directed by **OTTO PREMINGER** • Screenplay by **FRANK NUGENT** and **OSCAR MILLARD**

BRITISH TRADE SHRUGS OFF 3-D

SIMPP May Expand Its Field Abroad

"Wait and See" Is Attitude of Industry Generally; May End TV Monopoly

by PETER BURNUP

LONDON: Due probably to the circumstance that television to date has made no sizable cut in their takings, showmen this side are disposed to take with grains of salt the rash of dispatches from America concerning 3-D film which rated front-page prominence in both the trade papers and in national newspapers.

Common comment among workaday exhibitors—by no means afflicted with panic—was "Let's wait and see." They also want to know how much—if and when—the necessary new equipment will cost them. Comment from the big circuits is equally reserved. ABC lately has been experimenting in selected theatres with the Stereo-Techniques process which was seen during the Festival of Britain at the Telekinema in London the year before last.

Called "Interesting"

ABC's managing-director, D. J. Goodlatte, declares he found the experiments "interesting." "We are naturally watching the situation," Mr. Goodlatte adds.

No comment is available at 20th-Fox's London office. The choicer product of the company goes invariably to the Rank Circuit. Mr. Rank's spokesmen declare they have nothing to say at the moment. "The situation is best described as being in a vacuum," said a Rank representative.

Questioned on the allegedly revolutionary development, BEPA's director-general Sir Henry French said: "Our members have given no consideration to the subject." A quick national round-up on typical showmen in the lower echelon brought the curt comment: "Never heard of it."

Urge TV Competition

David Gammans, Assistant Postmaster General, told the House of Commons last week that the Government adhered to its statement that the BBC's monopoly in television should no longer be allowed to continue and that, under safeguards and conditions, an element of competitive television, based on advertisement revenue, should be permitted.

The matter had been raised by Eric Fletcher, who is a member of Parliament in addition to being a vice-chairman of Associated British Pictures Corporation. He spoke of rumors that the Government was "plotting to grant the first licenses this year or early next year." He alleged also that one of the most prominent of the applications for license was the Associated Broadcasting Development Company, of which

Mr. Stanley Pye was a director. Mr. Pye, said Mr. Fletcher, also is a member of the Government's TV Advisory Committee. Two large newspaper combines, the *Daily Mirror* and the *Daily Express* also seek stations, he continued.

Mr. Gammans wouldn't rise to the bait. There were, to date, 35 applications from organizations and bodies, but he wouldn't dream of giving their names. The refusal caused a rumpus in the House, with Socialist members, all of whom will fight sponsored TV tooth and nail, describing the announcement as "an unsavoury, hole-in-the-corner business."

CEA Reacts Swiftly

The Cinematograph Exhibitors Association reacted swiftly and characteristically to the recent tempest and ensuing floods. The Association's executive group was in session on the Monday morning when the dimensions of the disaster first became apparent. CEA officials, appraising exactly the intense emotion aroused by the tragedy, put all other business aside for the organization of a nationwide film industry appeal for relief of the victims.

Collections are made in all cinemas at every performance. Patrons are urged also to bring out such clothes as they can spare for people made homeless in the disaster.

The BBC's Television Service has made another approach to the film trade. The present fortnightly TV programme, "Current Release"—generally accepted as the motion picture industry's biggest single free boost—comes to an end in March. The BBC has in mind replacing it with a more selective programme, "Film Scrapbook," dealing with what it calls "important" films old and new. The Corporation has made tentative proposals to BEPA (British Film Producers' Association) in regard to a trial series of three "Scrapbook" programmes.

Celebrating the first British anniversary of "Quo Vadis," MGM issues some impressive statistics. The picture had its European premiere January 25, 1952, at two London houses; the 1,128-seat Carlton and the 432-seat Ritz. It played 13 weeks at the former; 42 weeks at the latter. No arrangements are yet set for its general release but the film already had played to record-breaking business in 28 important provincial centres. Well over a million customers have seen the picture to date.

Harry Mears, twice president of the CEA, has been accorded another much coveted honour. He will be Mayor in Coronation Year of the fashionable beach resort of Bournemouth. Mr. Mears has been prominent in Bournemouth's municipal affairs for a number of years.

Ways and means of improving the Society of Independent Motion Picture Producers' financial position so that it may expand its activities in the foreign market were discussed in New York last week by the SIMPP's distribution committee in a session with Ellis Arnall, president. Mr. Arnall will prepare a budget for the projected operations and will submit it to the committee members who, in turn, will turn it over to producer members on the coast for approval. The objective of the expanded budget will be to engage one or more representatives to serve in the foreign field in the interest of independent producers.

The committee last week discussed the three-dimension picture situation and informally expressed the opinion that 3-D's potentialities rested with quality entertainment rather than its current attraction as a novelty. The members expressed some enthusiasm for the medium on the grounds that it turned the spotlight again on motion pictures, but they insisted that the determining factor as to whether it was just a "flash in the pan" would be the production of good pictures.

Offers by trading companies to buy frozen pounds in Israel and pesos in Argentina were presented to the committee by Mr. Arnall. The representatives will submit the offers to their respective managements.

Attending the meeting, in addition to Mr. Arnall, were James Mulvey, Leo Samuels, George Schaefer, Edward Peskay, Seymour Poe, Manny Reiner and Vladimir Lissim.

George Weltner to Head MPAA Foreign Managers

The Motion Picture Association of America at a meeting in New York Wednesday elected George Weltner, president of Paramount-International, chairman of the foreign managers committee. This meeting was the first in a new system set up by Eric Johnston, president, in which he will meet with foreign managers on the first Wednesday of every month.

Italian Film Export Show Dubbing Method

A demonstration of a method of dubbing motion picture dialogue from Italian to English was the highlight of the press opening of the new Italian Film Export studios in New York last Thursday. This was followed by the preview showing of an excerpt from the American-language version of "Anna," new Silvana Mangano film co-starring Vittorio Gassman. Dr. Mauro Zambuto, designer-director of the film recording setup which occupies the entire fifth floor of the Skouras Theatre Building, conducted the demonstration.

Congress Is Told Vital to Repeal Tax

WASHINGTON: Unless the Federal admissions tax is repealed this year, small theatres will soon be "as extinct as the dodo bird," Congress was told last week.

Rep. John J. Dempsey (D., N. Mex.) spoke out again in opposition to the 20 per cent tax, warning that the levy is forcing the closing of "thousands" of theatres and thus depriving "millions" of Americans of their only entertainment.

Mr. Dempsey, who has sponsored a bill to exempt theatres from the tax and who attacked the levy in a statement last week, inserted in the *Congressional Record* a letter from a New Mexico exhibitor who three years ago bought a theatre for \$7,500 and in the following three years paid \$7,270 in Federal admissions tax and \$890 in local school taxes. "Thus," the theatre-owner wrote, "I have paid more taxes in the past three years than the theatre cost. Now I have worn-out equipment, broken seats and a ruined floor due to the flood of last July 7. I am waiting to see the outcome of the tax-repeal legislation. If the tax is retained, I have no alternative but to sell or close the theatre."

This is not an isolated case, but is happening to thousands of small theatre owners, Mr. Dempsey asserted. "Thousands have already been forced to close," he said. "Millions of our citizens, particularly those in small rural communities, have been denied virtually the only entertainment facility available to them. These small theatres have been the principal recreation of those people, but under the present excise tax law, they are disappearing so rapidly they will soon be as extinct as the dodo bird."

Mr. Dempsey said that regardless of how members felt about postponing most tax reduction until the budget is balanced, "I feel sure that they are unanimous in their belief that such taxes as are being imposed now and have been found to be manifestly unfair, unjust and, in many instances, ruinous to the taxpayers, should be terminated as soon as possible."

Meanwhile, Rep. Clare Engle (D., Calif.) introduced another bill to exempt theatres from the admission tax.

Seton Porter Dies

Funeral services were held Monday in New York for Seton Porter, 70, who had been a member of the board of directors of 20th Century-Fox since 1933. Mr. Porter died February 6 after a long illness. He is survived by his widow, Frederica Berwin.

Gus Schaefer

Gus Schaefer, 60, general manager of the Hartford, Conn., Operating Company, died suddenly in Hartford on February 6. Before going from distribution to exhibition,

MPEA VOTES \$6,600 TO HOLLAND RELIEF

Representatives of the Motion Picture Export Association voted Wednesday at a meeting in New York to donate 25,000 guilders (approximately \$6,600) to Holland for flood relief. The companies that comprise the MPEA are Columbia, Metro-Goldwyn-Mayer, Paramount, RKO Radio, 20th Century-Fox, Republic, Allied Artists, Universal and Warner Brothers.

he had been general manager for Paramount Pictures in central Europe, and later was district manager for RKO Pictures in New England. He leaves his widow and three brothers, one of whom is Herbert Schaefer, Republic branch manager in Boston.

Homer F. Strowig

Homer F. Strowig, exhibitor, died in an automobile accident February 9. Mr. Strowig was the owner of three theatres in Abilene, Kan., and others in association and at his death was the treasurer of the Kansas-Missouri Theatre Association. Mr. Strowig was twice president of the unit. He is survived by the widow and two sons, Calvin and Robert.

John Joseph Rebeske

John Joseph Rebeske, 72, air conditioning engineer for the Palmetto Theatres, Columbia, S. C., died February 3 at a local hospital. He had been ill for several years.

Steve Hannagan

Steve Hannagan, 53, well known publicist, died February 5 in Nairobi, Africa. In the past, Mr. Hannagan had several motion picture accounts.

1952 Ticket Tax Total 10% Off 1951

WASHINGTON: General admission tax collections in 1952, reflecting box office business from December, 1951 through November, 1952, were almost 10 per cent below those for the 12 months of 1951, the Bureau of Internal Revenue has reported.

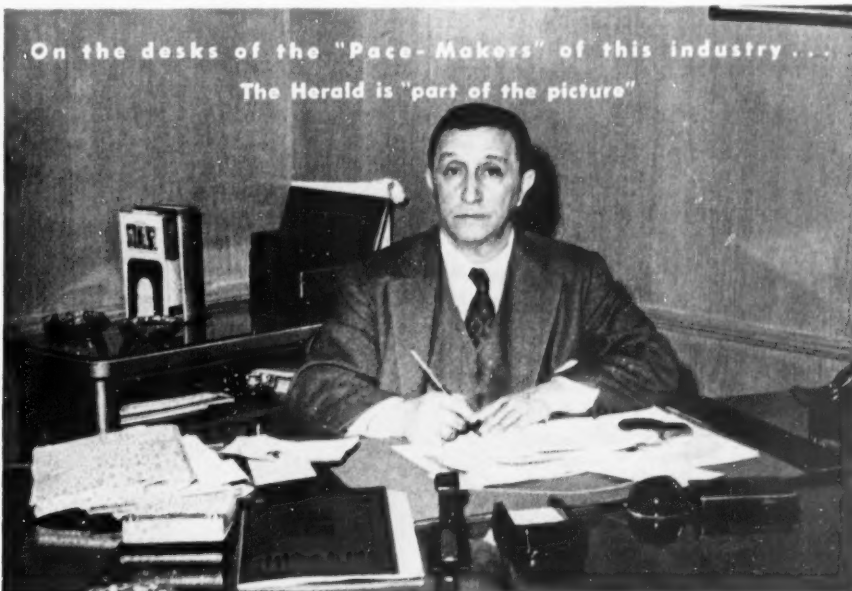
Collections for the 12 months of 1952 amounted to \$312,396,860, compared with \$344,643,241 in the 12 months of 1951. Collections have been falling steadily since the 1946 and 1947 peak years. In 1947, collections amounted to \$389,867,479.

The general admissions tax figures include taxes on tickets to legitimate theatre, concerts, sports events and other spectator events, as well as motion picture theatres.

Collections in December, 1952, reflecting November business, were \$26,966,928, compared to \$26,032,781 in December, 1951, the Bureau reported. This was the first 1952 month to top a 1951 month since September. Total admission tax collections in December, including roof garden and cabaret taxes as well as various overcharges, amounted to \$31,551,710, compared to \$29,663,467 in December a year earlier.

Install Club Officers

The Variety Club of Dayton, which was presented with the Variety award of 1952 for outstanding humanitarian work, has announced the installation of its new officers. The new officers are Robert G. Gump, chief barker; Harold Boran, first assistant; Dr. A. J. Denlinger, second assistant; Bill O'Donnell, property master; Paul Swinger, dough guy; and W. E. Clegg, canvassman.



Alfred Starr, Nashville, Tenn., president of the Theatre Owners of America.

Biggest HOLDOVER



Call any exhibitor who's played "The Mississippi Gambler" and let him tell you in his own words the amazing story of this picture's performance!

Here's a partial HOLDOVER list:

† Champaign, Ill.	Virginia	Pascagoula, Miss.	Lake Drive In
† Kankakee, Ill.	Luna	* Pensacola, Fla.	Florida
† Nacogdoches, Tex.	Main	† Yazoo City, Miss.	Dixie
† Camden, Ark.	Malco	* Columbia, Mo.	Uptown
* Clarksdale, Miss.	Ryson	† Dexter, Mo.	Weeks
† Columbus, Miss.	Varsity	* Paducah, Ky.	Columbia
† Dyersburg, Tenn.	Frances	† Springfield, Ill.	Roxy
† Jackson, Tenn.	Paramount	Providence, R. I.	Majestic
† Jonesboro, Ark.	Strand	Bluefield, W. Va.	Granada
† Memphis, Tenn.	Malco	Anniston, Ga.	Ritz
* Owensboro, Ky.	Center	† Beaumont, Tex.	Jefferson
† Pine Bluff, Ark.	Saenger	* Big Springs, Tex.	Ritz
* Stuttgart, Ark.	Majestic	† Denison, Tex.	Rialto
† Tupelo, Miss.	Tupelo	El Paso, Tex.	Plaza
* Baton Rouge, La.	Gordon	Galveston, Tex.	State
† Columbia, Miss.	Rebel	† Greenville, Tex.	Texas
† Crowley, La.	Rice	Henderson, Tex.	Palace
De Ridder, La.	Realart	Houston, Tex.	Majestic
* Greenville, Miss.	Lake	† Orange, Tex.	Strand
† Greenwood, Miss.	Leflore	† Sherman, Tex.	Texas
Hattiesburg, Miss.	Rebel	* Victoria, Tex.	Uptown
† Jackson, Miss.	Royal Music Hall	† Miami Beach, Fla.	Carib
† Lafayette, La.	Nona	† Miami, Fla.	Miami
Laurel, Miss.	Arabian	† Coral Gables, Fla.	Miracle
Leesville, La.	Vernon	Lexington, Tenn.	Strand
* Meridian, Miss.	Royal	* New Orleans, La.	Joy
* Mobile, Ala.	Downtown	St. Louis, Mo.	Fox
Morgan City, La.	C-Wall	Canton, Ill.	Capitol
† Natchez, Miss.	Ritz	Joliet, Ill.	Mode
New Iberia, La.	Echo Drive In	† Streator, Ill.	Plumb



COLOR BY

Technicolor

TYRONE POWER · PIPER LAURIE

with JOHN McINTIRE · PAUL CAVANAGH

picture in U-I history!

The **MISSISSIPPI
GAMBLER**

(in its first 250 engagements)

PAY PARTICULAR ATTENTION TO THESE SYMBOLS.

- † Set all-time house record.
- * Set all-time record for any U-I film.
- † Topping every U-I picture since "The Egg and I"
- ‡ 5th Week
- ☆ 4th Week
- § 3rd Week



JULIA ADAMS in *The* **MISSISSIPPI GAMBLER**

Directed by RUDOLPH MATÉ • Story and Screenplay by SETON I. MILLER • Produced by TED RICHMOND • A UNIVERSAL-INTERNATIONAL PICTURE

Brotherhood Week's
Silver Anniversary February 15-22

Hollywood Scene

by WILLIAM R. WEAVER
Hollywood Editor

NO, says George Pal, he didn't foresee anything like the present frenzy about stereoscopy when he began pioneering, back in the '30s, the use of puppets instead of drawings and came up with Puppetoons instead of cartoons. And yes, the Puppetoons did have a roundedness much like the human figures in the films being made now by the various 3-dimension processes, but that wasn't the objective at the time.

Now if he were making Puppetoons today, what with all the hue and cry about "illusions," "impressions" and "effects" of stereoscopy—but he isn't. No, he's got two completed features in the Paramount backlog of unreleased product—"The War of the Worlds" and "Houdini"—and two more pictures in preparation.

Not Dismayed by All the Current Excitement

Producer Pal is not at all dismayed by the excitement churned up by Natural Vision, "Bwana Devil" and their train. For he was always a disciple of the unique, the new, the different and the forward-looking. It was his interest in the novel, his faith in the power of the innovational to attract the multitude, that sustained him through the discouragingly tedious perfecting of the process that produced Puppetoons. He has a firm confidence in the appeal of the stimulating.

Whatever may be the mechanical merits of the several reproductive systems now in use and preparation, they are immensely valuable collectively, in more than the box office sense, vital as that is, according to the man whom the Academy of Motion Picture Arts and Sciences awarded in 1943 for his achievement in the field of animated pictures. The availability of a depth-dimension to a writer, for instance, unlocks hard and fast doors, extends old horizons, automatically cancels out a great many rules and limitations of such long standing that creators have all but forgotten they were there.

Says "War of Worlds" Well Suited to 3-D

While it would not be remarkable if writers, suddenly freed of technological restraint, were to dive off the deep end and commit a rash of regrettable errors in the over-enthusiasm of the moment, it would be more remarkable if they did not very shortly condition themselves to the freedom of the new implements and begin turning out stories of a kind and content as new as the shape and nature of the screen image.

And yes, he agrees when asked, his "War

of the Worlds" was a subject magnificently suited to three-dimensional treatment. (He declines to discuss a report that his studio recently postponed the release of this picture because Paramount technicians are toiling with the development of processes calculated to do for his and the other pictures in the company backlog something quite like Paravision is doing for the Pine-Thomas production of "Sangaree.") But all Pal subjects are suited to 3-D purposes—always have been. That's because he always looks for a subject with what he calls "a handle for an exhibitor to take hold of when he starts out to sell it."

"Selling is the essential thing, the thing a producer has got to think of before he selects his story, or subject. There's no use in making a fine picture if nobody's going to see it. For instance, 'War of the Worlds' is a great work, already world-famous as written by H. G. Wells, and with the science-fiction interest what it is now, a showman has plenty of handles to take hold of, regardless of the dimensions of the form."

Similarly, he says, "Houdini" is well supplied with handles. For the elders there's the still warm memory of the great magician and the fabulous stories about him. And for the younger folks, who buy most of the tickets, there are Janet Leigh and Tony Curtis. Dimensions enough, the producer says, for anybody.

GIVING the lie to variously published reports that Hollywood is going to stop making pictures until 3-D or big-screen or some combination of these has been decided upon as standard, producers started nine pictures during the week ended Sunday last, three of them in color.

Warner Brothers, while rushing ahead with production of 3-D pictures using the Natural Vision system, also started "Three Sailors and a Girl," a Technicolor musical, in the usual two dimensions. Sammy Cahn is producing this, with Roy Del Ruth directing, and it has Jane Powell, Gordon MacRae, Gene Nelson, Sam Levene and Jack Leonard in principal roles.

Paramount, with the Pine-Thomas production of "Sangaree" being shot in 3-D by what the studio calls its Paravision process, started Technicolor cameras turning on "Elephant Walk," two-dimension style, in Ceylon, India. Irving Asher is producing this one, with William Dieterle directing, and the cast includes Vivien Leigh, Dana Andrews, Peter Finch, Abraham Sofaer and Myles Haulani, among others.

MGM head man Dore Schary is using Ansco Color for his personal production, "Take the High Ground," which Richard Brooks is directing with Richard Widmark,

THIS WEEK IN PRODUCTION:

STARTED (9)

COLUMBIA

Mission Over Korea
The Killer Ape
(Esskay Pic.)

INDEPENDENT

Beat the Devil (Santana Prod.-Romulus Films, Italy)
Island in the Sky (Wayne-Fellows Prod., Warner Bros. release)
Jennifer (Threefellow Prod.)

MGM

Take the High Ground (Ansco)
PARAMOUNT
Elephant Walk (Technicolor, Ceylon)

UNIVERSAL-INTERNATIONAL

It Came from Outer Space

WARNER BROS.

Three Sailors and a Girl (Technicolor)

COMPLETED (5)

COLUMBIA

Prisoners of the Casbah (Esskay Pic., Technicolor)

INDEPENDENT

Fort Algiers (Eros Prod., Inc., U. A. release)
Cairo (Eros, Lippert, Italy)

MGM

Invitation to the Dance (Technicolor)

UNIVERSAL-INTERNATIONAL

It Happens Every Thursday

SHOOTING (17)

INDEPENDENT

No Escape (Matt-hugh Prod.)
The Moon Is Blue (Preminger-Herbert Prod., U. A. release)
Cocobolo (Robert L. Peters Prod., Lima Peru, Eastman color)

REPUBLIC

Iron Mountain Trail
Laughing Ann (Wilcox-Neagle Prod., London, Technicolor)

UNIVERSAL-INTERNATIONAL

Abbott & Costello Meet Dr. Jekyll & Mr. Hyde
Dripping

MGM

Affairs of Dobbie Gillis
All the Brothers Were Valiant (Technicolor)
Mogambo (Technicolor)

WARNER BROS.

House of Wax (Natural Vision, 3D in WarnerColor)
Sulu Sea
The Eddie Cantor Story (Technicolor)
Calamity Jane (Technicolor)
So This Is Love (Technicolor, formerly "The Grace Moore Story")

Elaine Stewart, Karl Malden, Jerome Courtland, Robert Arthur, Steve Forrest and Carleton Carpenter among the players.

Behind sealed doors and lips Universal-International got going on "It Came from Outer Space," which is said to be the studio's contribution to the growing supply of pictures dimensionally different, one way or another, from the standard. Popular assumption has it that the U-I method is of the twin-camera kind, requiring Polaroid viewers. The producer is William Alland, the director Jack Arnold, and the players include Richard Carlson and Barbara Rush.

Other productions undertaken are recorded in the chart above.

STRONG IS READY WITH 3-D PROJECTION LIGHTING

Strong now offers equipment designed especially for the requirements of 3-dimension projection.

TWO PROJECTORS RUN SIMULTANEOUSLY

Most of the many new systems of third-dimension picture projection call for simultaneous operation of two or more projectors and projection arc lamps.

FILTERS—SPECTACLES—LARGER SCREENS

A 50% light loss at the screen resulting from the use of polaroid filters, further light loss to the viewer occasioned by the use of polaroid spectacles, and the increase in screen size which is necessary to overcome the illusion of the projected image being smaller than the actual size of the screen, combine to necessitate an increase in the brilliancy of the existing projection lighting.

LARGER REELS SOLVE CHANGEOVER PROBLEM

Since both projectors run simultaneously, the conventional changeover is impossible unless four or more projectors were used. To make this duplication of equipment unnecessary, reel sizes have been increased to accommodate up to 5,000 feet, so that ordinarily only one intermission is necessary.

LAMPS MUST BURN LONGER

This increase in reel size demands lamphouses with a burning time of at least 58 minutes to permit the 50-minute running time without retrimming, the 2-minute burning-in time and a 10% safety factor.

TWO LAMPS—IDENTICAL CHARACTERISTICS

Since each eye sees only one of the two projected images, it is obvious that the intensity and color value of the projected light from both projectors be absolutely identical. Furthermore, the extended burning time required by three-dimensional film makes an automatic means of arc positioning control absolutely essential to obtaining a screen light that is constant in brilliancy and color without the necessity of frequent manual adjustments of the controls.

NEW PROJECTION ARCS REQUIRED

Inasmuch as most arc lamps in present use were designed for projecting only two 20-minute reels without retrimming and usually with a brilliancy not up to 3-D requirements, they obviously cannot be used with this new medium. Since projection arc lamps which deliver this new high in light intensity automatically consume carbons at a faster rate, provision had to be made for a carbon trim which was ample for the extended running time.

Accordingly, there has been created a demand for projection arc lamps which deliver an increased volume of light, for an extended burning time and with light characteristics identical in every instance. All of these requirements have been met in

THE NEW STRONG 90,000-8 (3-D) PROJECTION ARC LAMP

This lamp accommodates a 20-inch trim of carbons which will burn continuously for a full hour at 78 amperes (using 9mm positive and 5/16" negative) or at 95 amperes (using 10mm positive and 11/32" negative).

LIGHTRONIC CRATER POSITIONING

The position of the positive arc crater in the Strong 90,000-8 (3-D) is automatically maintained at the exact focal point of the reflector by means of the exclusive Lightronic crater positioning system. The positive and negative carbons are advanced by separate motors, the speeds of which are governed by the Bi-metal Lightronic Tube. Once the arc has been struck, the crater positioning and the gap length are automatically maintained without manual adjustment. A stream of air directed just above the arc stabilizes its burning.

The optical system comprises an elliptical reflector 16 1/2" in diameter with a resultant speed of f1.9 to match the currently available high speed f1.9 projection lens. The mirror and its tilting mechanism are an integral part of the back door of the lamphouse, which swings out to allow easy cleaning of the reflector and convenient trimming of the lamp.

The Strong 90,000-8 (3-D) features unit construction whereby the various components are instantly removable for cleaning and inspection.

NEW POWER SUPPLIES REQUIRED

In no case will the present power supply equipment, designed to operate only one lamp on 20-minute cycles with 5-minute changeover periods, meet the needs of the condition where two projectors and two arc lamps are running simultaneously and for extended periods of time. Hence new power supply equipment is needed—equipment which permits long periods of continuous operation. Such equipment has been designed by Strong and is now available for delivery in

THE NEW STRONG 95008 (3-D) 75-85 AMPERE 3-PHASE 220-VOLT TUBE-TYPE RECTIFIERS

with automatic fan air cooling for efficient operation with the new Strong 90,000-8 (3-D) projection arc lamps.

Transformer taps provide adjustment to compensate for supply voltage variations through a range of 10% above or 10% below the rated A.C. input voltage throughout the output rating range.

The complete electrical and mechanical assembly consists of three transformers, six tube sockets, and manually operated output control handle which actuates the 8-point rotary switches that are employed to increase or decrease the output power even when the arc is burning.

The rectifier is built in single lamp units to provide maximum flexibility in electrical connection.

Higher power 3-D rectifiers for use with lamps burning 10mm carbons are also in production and will be available for early delivery.

For further details on the subject of arc lighting as it applies to the projection of three-dimensional pictures by any system, address your request to

Department 3-D

THE STRONG ELECTRIC CORPORATION
CITY PARK AVENUE TOLEDO 2, OHIO

The National Spotlight

ALBANY

Youthful "sneak-ins" are again the bane of city theatre managers and their staff. The number who try to gain admission without paying is comparatively large; their efforts are constant. . . . Film exchanges display posters and cards promoting "Brotherhood Week," Feb. 15-22. . . . The Fabian Theatres "Hold That Line" drive will continue until spring. Division manager Saul J. Ullman said that it has two goals: maintaining recent business gains and holding to economical operation. . . . Warner zone manager Charles A. Smakwitz, Strand manager Al LaFlamme, of Albany, Troy city manager Sid Summers and Utica city manager Andrew Roy attended a circuit meeting in New Haven addressed by Harry Goldberg, director of advertising for Warner Theatres. . . . Harold Tyler, member of Assembly from Oneida County and owner of the Delphia theatre, Chittenango, has been appointed to four committees.

ATLANTA

C. B. Smith has started work on his new drive-in for 350-cars a mile from Paris, Tenn. The cost will be around \$60,000 and the opening is set for early spring. . . . W. H. MacCallum, vice-president of Modern Talking Picture Service, was in town for a meeting with W. M. Richardson, Astor Pictures. . . . Ed Hayes, manager Realart Pictures, checked in at the office after a spell of illness. . . . Leila Hall, secretary to Columbia branch manager George Roscoe, has become a grandmother. . . . George Roberts, of Tampa, Fla., has started construction of a new theatre in Immokalee, Fla. . . . Jesse Marlowe, manager of the Capital theatre, Plant City, Fla., transferred as manager of the Melbourne, Melbourne, Fla. . . . Bryon Cooper, from Ft. Myers, Fla., will take over the Capital, Plant City. . . . Emory Johnson, Jr. will soon start work on his 350-car drive-in at Center, Ala. . . . J. B. Yongue will open his 250-car drive-in at High Springs, Fla. about March 28.

BALTIMORE

Howard Burman, publisher of the weekly Home News and longtime Variety Club member, died of a heart attack last week. . . . Les Coulter, formerly with the Paramount theatre in Miami, has been appointed manager of Rappaport's Hippodrome, re-opening the 19th of this month. . . . Stanley Stern, manager of the Little theatre, has been transferred to the Town as manager with Caryl Hamburger, assistant at the Little, moving up to manager of that theatre. Herb Rollison is the new assistant at the Town. . . . Mrs. William Boggess, wife of the Rialto manager, died last week. . . . John Levy is a new aide at the Plaza, Lexington Park, Md. . . . Ralph Bowen, of the Maryland in Hagerstown, is in the Navy.

BOSTON

When New England Theatres, Inc. put in wrestling matches at the Broadway theatre, Springfield, a theatre which had been closed for some time, the stunt proved so successful that another series of Monday evening wrestling matches is going into the Olympia, Lynn, also a closed theatre. . . . Herman Fine, of Hollywood Candy Company, will be in the territory through the summer with "Mr. Zero," his company's trade mark. Mr. Zero is a midget who hands out samples of candy at kiddie matinees. . . . Joseph Nuzzolo, president of Local No. 182, IATSE, has transferred from the Uptown, Boston, to the Translux, where he is chief operator, replacing the late Alfred Fratus. . . . Mr. and Mrs. Irving A. Isaacs (he is the newly-elected president of Independent Exhibitors, Inc. of New England) have announced the engagement of their daughter, Diane, a Wellesley College freshman, to Thomas A. Weil, an Massachusetts Institute of Technology graduate of New York.

BUFFALO

Dewey Michaels took advantage of the critic honors tacked on "High Noon" to back it for showing in the Mercury theatre. . . . Arthur Krolick, UPT general manager, journeyed to Rochester last Thursday for the opening there of "Bwana Devil." . . . Murray Whiteman, past chief barker, Tent 7 Variety Club of Buffalo and Harry Altman, proprietor of the Town Casino, where Danny Thomas is about to open in person for a week's engagement; planned to New York last week-end on business. . . . Irving Cantor who has been managing Schine theatres since the age of 19 and was, at one time, the youngest theatre manager in the country, is the new Rochester city manager for Schine theatres circuit. . . . Ed Wegman, former assistant program director, WBEN-TV, announces the opening of the Holland-Wegman Production studios to make trailers for theatres in the area. . . . Sam Yellen, of the Century managerial staff, is recovering from a heart attack. He now is home from the hospital and is taking a month's rest.

CHICAGO

Dick Felix, who recently took over operation of the Vogue, Chicago (former Essaness house), has acquired the lease on the Adelphi, Chicago, operated for many years by the late Ludwig Sussman. . . . Negotiations for setting a projectionists' scale for a possible run of "This Is Cinerama" at Eitel's Palace have been reopened with the return of the union's business manager, Gene Atkinson, from Florida. . . . Bruce Trinz entered Michael Reese Hospital for observation after an attack of illness at home last Saturday. . . . The local observance of Brotherhood Week was set up at an industry meeting held at the Variety Club last week. Leo K. Bishop, regional director of the National Conference of Christians and Jews, and Lynn Coutts, the NCCJ's national director of finance, were the guests of honor. Also in attendance were Chairman Jack Kirsch, Distributor Chairman Bill DuVaney, Jack Rose, Mayer Stern, Arthur Mannheimer, Bruce Trinz, Nat Nathanson, Arthur Schoenstadt, Bill Hollander, Dave Wallerstein, Stan Kohlberg, Lou Abramson, Herb Wheeler.

CINCINNATI

"The Stars Are Singing" did an unusually good business on its first downtown week at the RKO Albee, where it went approximately 50 per cent over the house average, and is doing nicely on a moveover week at the RKO Grand. . . . The recently-elected members of the crew of Cincinnati Variety Club, Tent No. 3, held a "Meet You and Greet You" party in the club rooms February 7, for the purpose of meeting the members. . . . Frank Decker, who covers the West Virginia area for United Artists, is

(Continued on opposite page)

WHEN AND WHERE

February 23-25: Annual convention, Allied Independent Theatre Owners of Oklahoma, at the Biltmore Hotel in Oklahoma City.

March 3-4: Drive-in operators' meeting sponsored by the Kansas Missouri Theatre Association, Kansas City, Mo.

March 24-26: National drive-in convention and annual convention, Allied Theatre Owners of Wisconsin, Schroeder Hotel, Milwaukee.

March 25-26: Annual convention, Kentucky Association of Theatre Owners, Brown Hotel, Louisville, Ky.

April 7-8: Annual convention, Independent Theatre Owners of Ohio, Deshler-Wallick-Hotel, Columbus.

May 4-5: Annual convention, North Central Allied Independent Theatre Owners, Nicollet Hotel, Minneapolis.

May 5-6: Annual convention, Independent Theatre Owners of Arkansas, Marion Hotel, Little Rock.

May 5-7: Annual convention and trade show, Virginia Motion Picture Theatre Association, Chamberlin Hotel, Old Point Comfort, Va.

May 31-June 2: Annual convention, Theatre Owners and Operators of Georgia, Biltmore Hotel, Atlanta.

(Continued from opposite page)

temporarily out of circulation, due to having suffered a heart attack. . . . Julian Silberman, of the Hyman circuit, is among the Florida vacationers. . . . Michael Chakeres, general manager of the Chakeres circuit, with headquarters in Springfield, Ohio, has announced that the Fairbanks theatre there will be extensively remodeled. . . . City Council, at Lancaster, Ohio, has repealed the city's three per cent admission tax, in effect since 1947. However, the council also has passed an ordinance creating a city income tax, because of which they were willing to repeal the admission impost.

CLEVELAND

Twenty-two theatres in northern Ohio have placed orders for 3-D installation, NTS branch manager Frank Masek reports. . . . Harry Schoenberg, former 20th-Fox assistant shipper, succeeds Tony Reinman as local representative for States Film Service. Reinman resigned to join United Artists as booker. . . . David Rosenthal is the new local UA branch manager. He took over the branch this week, coming here from Washington, D. C. where he was with 20th-Fox as salesman. . . . Miles Mutchler resigned as NTS salesman. His successor at NTS is Bob Ullman, newly come from New York. . . . Alan Sogg, son of MGM branch manager Jack Sogg, who graduated in June from Miami U., has been accepted in the Ohio State University Medical School. . . . Al Boudouris, president of Ohio Drive-in Theatre Association and head of Theatre Equipment Co., Toledo, has moved to larger quarters. . . . Irving Pollard, Republic branch manager, was called to Chicago by the death of his brother.

COLUMBUS

Franklin County Council of the American Legion urged a boycott of Charlie Chaplin's "Limelight" at RKO Palace here. The picture closed after the third day of a week's engagement. Manager Harry Schreiber said the short run was not due to the Legion. . . . The Ohio Council of Churches and the Catholic Welfare Conference filed briefs in favor of Ohio film censorship in the hearings on the state censor board's ban of "M" and "Native Son." The appeals by producers of the films have been taken under advisement by the Ohio Supreme Court. Loew's Broad was doing double its average business in showing the Stereo-Techniques program. . . . Robert Slatzer, former local newspaperman, is an associate editor of Paramount Parade, studio house organ. . . . Educational TV stations in four additional Ohio cities are planned. They are Cleveland, Cincinnati, Toledo and Dayton.

DENVER

Sam Reed, with RCA for 16 years as engineer and sales representative, later in drive-in maintenance, has set up a drive-in speaker repair service, at home at Golden, Colo. . . . Pete Bayes, Paramount publicity man, went to Salt Lake City to set up publicity on "Stars Are Singing." . . . Sam Langwith and Fred Anderson, Western Service & Supply, north on sales trip. . . . Lloyd Boering, Lamar, Lamar, Colo., manager, to Billings, Mont., on vacation. . . . Because of the impact of television, shortage of prod-

CONLON OF MICHIGAN ALLIED KNOWS HIS WAY ABOUT TRADE

DETROIT: A perplexing problem confronted the board of directors of Allied Theatres of Michigan in a meeting a year and a half ago. Who was going to take over the executive secretary post of their organization?

They needed someone who knew his business, who understood the problems of the exhibitor and could do something about it. They found that someone—Ernest T. Conlon of Grand Rapids.

When informed of his appointment as executive secretary of the group, Mr. Conlon said only, "I'll do the best I can." That was over a year and a half ago. He's still going strong and doing the best.

Ernie Conlon has the experience. He knows the tax problems confronting exhibitors and knows what to do about them.

Back in 1929 Mr. Conlon was elected to the state Senate. He served until 1933 when he was appointed city manager of Grand Rapids. Following that he was chosen Assistant Attorney General of Michigan and assistant manager of the state sales tax department. From 1937 to 1940 he was general manager of the state Chamber of Commerce. This record led to the appointment of Administrator of the State Revenue Department in Detroit and Wayne County, following which he became U. S. Attorney at Grand Rapids. In the light of this background, it is little wonder that Michigan Allied wanted him. Recently Mr. Conlon was elected prop-



ERNEST T. CONLON

erty master of Detroit Variety Club. He is very active in the campaign to repeal the 20 per cent Federal admission tax. Mr. Conlon still maintains his other work. Recently he celebrated his 39th wedding anniversary with his wife, Estelle.

John Vlachos, president of Allied of Michigan and Mr. Conlon made the past annual convention one of the most successful in years. "And the next convention will be bigger and better yet," says Mr. Conlon.

uct, and wanting to do a major remodeling and decorating job, Walter McKinney is closing the Cameron, neighborhood house. The house will probably reopen as soon as the work is finished.

DES MOINES

A. H. Blank, president of Tri-States Theatre Corp., sailed Feb. 10 from New York on a 57-day Mediterranean cruise. With Blank are Mr. and Mrs. Harry Ginsberg of Des Moines. . . . David Kramer is a new salesman for Warners. He replaces Bert Thomas, now with Republic. Kramer is from Atlanta, Ga. . . . Charles Feldman of Universal observed his 25th wedding anniversary last week. . . . Clara Bailey has left Universal and gone to Texas. . . . Joe Thurber, owner of the Monte at Montezuma, has announced plans to rebuild his theatre, which was destroyed by fire several weeks ago. . . . S. D. Rolke is closing the doors of his theatre at Grand Junction on Mar. 1. . . . More than 200 Iowa motion picture theatre managers, film distributors and exhibitors met at the Orpheum theatre to organize theatre promotion of Brotherhood Week in Iowa. . . . Articles of incorporation have been filed for the Grinnell Theatre Co., of Grinnell. Officers include George Mart, president; Marguerite Mart, secretary, and M. N. Blank, vice-president and treasurer.

HARTFORD

"Bwana Devil" will have its first Connecticut showing at the Warner Strand, Hartford, either late this month or early in March, according to Harry Feinstein, Warner zone manager. . . . The Stereo-Techniques program opened at Loew's Poli, Bridgeport, Feb. 12. . . . Ray Flynn, formerly assistant manager, Loew's Poli College, New Haven, is now in Germany with the U. S. Army. . . . Charles A. Saglio has resigned as manager of the Clinton theatre, Clinton, Conn. Bruno Schubert replaces him. . . . James Tobin, formerly with Warner Theatres in Connecticut, has rejoined the circuit as manager of the Warner, Bridgeport, replacing Albert Schleicher, who goes to the Palace, Torrington. . . . Charles Tomasino has sold the 600-seat White Way theatre and building to Fred Dandio, who operates the Guilford theatre, Guilford, Conn.

INDIANAPOLIS

Marc Wolf and Mannie Marcus have announced plans for a children's amusement park on the north side, to open in the spring. Trueman Rembusch, president of the Allied Theatre Owners of Indiana, returned Mon-

(Continued on following page)

(Continued from preceding page)

day from a three-week Caribbean cruise. . . . All film companies here sent representatives to Louisville to attend Fred Dolle's funeral. . . . Charles Acton, Paramount salesman, has resigned to go into the lumber business. . . . Bob Shrader, WB salesman in southern Indiana and Kentucky, is recuperating from an operation at the Norton Infirmary, Louisville. . . . William Passen has taken over the Amuseu at Jasonville from Clay Burnette. . . . Howard Rutherford, manager of Loew's, is back at work after a week's bout with the flu.

KANSAS CITY

Ted Irwin, a Commonwealth Theatres manager for several years, recently at the Royal, Hoisington, Kas., has taken over the operation of the Electric, Larned Kas.—indicating the retirement from active theatre operation by John Schmack, who nearly 50 years ago was a pioneer in the entertainment field in Kansas and had operated the Electric for more than 40 years. . . . Ed Weaver, recently manager of the Commonwealth's drive-in at Lawrence, Kas., has bought an interest in an appliance business there. C. W. Dickgrafe, recently manager of Commonwealth's Lee at Clinton, Mo., has resigned to enter radio; Vern Peterson succeeds him at the Lee, coming from the Petersen, Yankton, S. D. . . . "Billy" Thomas, for many years with Commonwealth Theatres, has resigned as manager of the Lee at Harrisonville, Mo., to engage in business in Arizona. . . . His successor at the Lee is Tom Wolf, transferred from the Dreamland, Herington, Kas. Ray Hunter is transferred from Rock Port to Herington.

LOS ANGELES

At a special meeting of the Film Row Club held in the screening room of the Warner Bros. exchange, the following officers were elected: Bill Evidon, president; I. Beriman, first vice-president; Frank Prince, 2nd vice-president; Milt Frankel, secretary; Bill Wasserman, treasurer; Iris Ross, publicity; Earl Johnson, sergeant-at-arms. In addition, four members were elected to serve as the Good and Welfare Committee, Dave Ber-shon, Fred Greenberg, Abe Swerdlow, and Harvey Lithgow. . . . The employees of all the film exchanges attended a mass meeting at the Boulevard theatre on Feb. 3 for Brotherhood Week. . . . Harry Hollander, formerly salesman for Universal International, has joined the James Kinkler booking office. . . . Harold Goldstein has resigned his post of booker with Realart and has taken up his duties with the Goodman and Kaufman office. . . . Joe Sarfaty, Warner salesman, was busy passing out cigars to commemorate the birth of a blessed event named Valerie Jean.

MEMPHIS

E. B. Martin Sr., has bought Semo theatre at Steele, Mo., from Henry Pickens. . . . David Flexer of Flexer Theatres, Inc., which operates chain of 12 theatres from Memphis headquarters, said he plans to install three-dimension equipment as soon as possible. . . . Memphis censors closed "Tragic Ground," a play being presented by Arena theatre based on the novel of Erskine Caldwell, after its first performance in Mem-

phis. . . . Ed Williamson, former branch manager of Warner Bros. in Memphis and now district manager out of Dallas, was a Memphis visitor. . . . Dave Prince, now southern division manager for RKO out of Atlanta, was in Memphis on business.

MIAMI

Joe Perez, manager of the Circle, was the victim of a hold-up man recently. The bandit escaped with about \$322. . . . At the Miami Beach Cameo, manager Eugene Race reports February 20 will see Tri-Optican, the stereo-techniques on the screen. . . . William Robb formerly assistant at the Tower has resigned. Replacement was James Martin, who is on a temporary leave. . . . Walter Klements, manager of the Mayfair Art finds patron appeal in the new 'bargain' ticket booklet which offer 6 admissions for the price of 5. . . . The free time allotted to civic, fraternal, religious, educational and charitable organizations by WTVJ during '52 amounted to approximately \$207,000.

MILWAUKEE

Arch Obler was in town here to tell the Milwaukee people, through the press, radio and TV about 3 dimension pictures and "Bwana Devil" which had a dual premiere Feb. 11 at the Fox-Palace and Wisconsin theatres here. . . . Mr. Obler was guest of honor at a luncheon at the Schlitz Brown Bottle where everyone from the press and radio fired questions at him on the new sensation in the industry. . . . On February 5 the Telenews theatre here presented to Milwaukee for the first time 3 Dimension movies consisting of five shorts lasting an hour and fifteen minutes. . . . Another theatre downtown that had a very good week was the Riverside where the Four Aces appeared on the stage. A variety stage show was also featured plus the movie "Tropic Zone."

MINNEAPOLIS

Judge Gunnar H. Nordbye of federal district court reduced the judgment award in the conspiracy suit of Saul and Martin Lebedoff vs. Minnesota Amusement Co. and the major film companies from \$125,000 to \$119,000. Nordbye also set the fee of Lee Loevenger, attorney for the Lebedoffs, at \$18,500. Defendants and Minnesota Amusement Co. must pay the fee along with the judgment. . . . Earl Barran, former exhibitor in Denver, Colo., announced that he will build a 450-car drive-in at Milbank, S. D. . . . F. Nelrich has closed the Nodak, Wyndmere, N. D., for a month for renovation. . . . Sam Neufeld has been promoted to booker at Monogram and Delores, Lind, former booker, has been named cashier. . . . Eddie Ruben, president of Welworth Amusement Co., and Harry Weiss, district manager for RKO Theatres, have been named co-chairmen of the amusements division for Brotherhood Week Feb. 15-22. . . . W. H. Workman, MGM branch manager, is recovering from bronchitis.

NEW ORLEANS

Maxine D'Arcourt has resigned as assistant in the Paramount home office publicity department to return to her home in New Orleans. She formerly was buyer-booker

for T. A. Pittman and Joy. . . . Mr. and Mrs. Joy N. Houck are on a two week ocean cruise in South America. . . . The Twin drive-in, Lafayette, La. was scheduled to open February 10. Owners are Fred T. McLendon, M. A. Connett and Milton Guidry. . . . MGM's Rudolph Berger, of Washington, D. C. was a caller. . . . L. C. Downing who contributed his Haven, Brookhaven, Miss. to Business and Professional Women's Club for March of Dimes Collection, said that the club garnered \$453.95 from theatre patrons during the week's drive. . . . H. M. Wise reports that his new drive-in, Pop's drive-in theatre, Jena, La., will be ready for a March 1 opening. It will have a capacity for 350 cars. . . . Mrs. S. D. Dick is the new owner of the Loma in Campti, La. . . . Sammy Wright, M. A. Connett's Booking Service has taken over the buying and booking for L. R. McIntosh theatres, Regina in Mize, located in Mississippi.

OKLAHOMA CITY

"Thunder in the East" moves over for the 2nd week at the Tower theatre. "The Silver Whip" will be shown at 2 theatres this week end, the Harbor and the Plaza. . . . "The Miracle of Fatima" has come back to the city and is playing at the Uptown. . . . Sand Springs drive-in theatre will give one gallon of gas free if the temperature falls to 50 degrees during the show. . . . Bob Parham, who has been employed with the Video Theatre Corp., in Ponca City, Okla., for the past five years, has been assigned to Hominy, Okla., with the corporation. He reported for duty as manager of the Hominy theatres Feb. 3. . . . The Criterion, Shawnee, Okla., had Ladies Nite, February 4, when ladies accompanied by a gentleman were admitted free. . . . Texas drive-in theatre, Midland, Texas, has been granted a charter. Incorporators are Lela Jones, Carroll Jones and Millard Jones.

OMAHA

Harlan Lincoln, assistant manager of the Town theatre, was inducted into service at Fort Omaha and ordered to Camp Crowder, Mo. . . . Tony Goodman, booker at Warners several years, has been moved up to salesman for the Iowa territory to take the place left vacant by the resignation of Al Gardner. . . . "Above and Beyond," playing a second week at the State, had above-average crowds again. . . . A drive-in theatre will be built this spring at Oxford, Neb., by Paul Tramp, who presently is remodeling his Granada theatre. . . . The hospital list last week included Harold Dunn, exhibitor at Valentine, Neb.; Bernice Jodlewski, Metro contract clerk, and Richard Klusaw, Film Depot shipper. . . . Universal salesman Carl Reese and Harry Fisher and booker Lewis Cole were ill with the flu.

PHILADELPHIA

The National Screen Service-Independent Poster Exchange hearing has been postponed until May 4. . . . Sidney E. Samuelson, president-general manager of Eastern Pennsylvania Allied, announced that the 15th annual membership meeting of the association will be held on Feb. 24. . . . Independent theatre chain head Jack Greenberg is back

(Continued on opposite page)

(Continued from opposite page)

at his desk after his recent hospitalization. . . . Ben Shindler, operating the Ace, Wilmington, Del., was on the sick list. . . . Regional meeting of the National Association of Popcorn Manufacturers was held here with Larry Goldmeier acting as chairman. . . . Sam Waldman, owner of the Garden, is up and around after an operation. . . . Bill Charles, sound chief for the Warner Theatres Circuit, is back after a long illness. . . . Jacob Rosenfeld, operating the Colonial, Port Norris, N. J., received editorial commendation in the "Cumberland County Advertiser Press" for donating the entire proceeds of a Wednesday matinee to the March of Dimes.

PITTSBURGH

Ted Grance has been re-elected president of the Tri-State Drive-In Theatres Association. . . . Mr. and Mrs. Ben Steerman, of the Warner Fabian circuit, are spending two weeks at Miami Beach. . . . The J. P. Harris, which has been doing well with sneak previews, put on "The Star" to a packed house. . . . Jack Kahn, Warners publicity director, has resigned that position to become vice-president of the advertising agency presided over by Joe Feldman and Julius Dubin. Jack went to work for Feldman at Warners in 1937. . . . Ben Amdur, owner-manager of the Garden theatre, is celebrating his thirty-four year in that capacity. . . . Mr. and Mrs. Alex Bentley did a swell job hosting the Variety Club's weekly Family Night. . . . Gabe Rubin, owner of the Art Cinema, has been confined to his home with a very bad cold.

PORTLAND

Business at nearly all first run houses took a nosedive this week. . . . Hamrick's Roxy theatre went on a first run basis. Hamrick's city manager Marvin Fox and UA field man, Earl Keate, had a beautiful blonde taking a bath in goats' milk attended by two other beauties to promote "Babes In Bagdad". . . . Liberty theatre started the three-dimensional steam roller here this week with Sol Lesser's Stereo-Techniques program. . . . Paramount theatre has booked "Bwana Devil" to follow the Betty Hutton Stage Show Feb. 25. . . . Jack Matlack is working hard to get Cine-rama for J. J. Parker's United Artists theatre. . . . The Broadway has put a TV set in the lobby for patrons.

PROVIDENCE

Mario Votolato, manager of the Johnston theatre, narrowly escaped death from suffocation recently, when smoke and flames ravaged the building housing the popular neighborhood theatre. Fire caused by flaming wax in an adjoining bowling alley filled the entire Thornton district with dense smoke. The manager, overcome by smoke while carrying out film, was saved by a fireman. He estimates damage to the building at approximately \$20,000. . . . The Majestic theatre was the site of the New England premiere of "The Mississippi Gambler". . . . In conjunction with the presentation of "The Mississippi Gambler," the Majestic offered a "triple-feature" program. In addition to the main attraction, Al Clarke screened "The Black Castle" and "The World's Most Beautiful Girls." The latter featured Miss Uni-

verse and all of the international beauties who recently competed in the contest for the world crown.

SAN FRANCISCO

Milda Major, with Fox West Coast Theatres here for the past 27 years, resigned and after a short vacation, is reported to be planning a Spring wedding with a San Franciscan, not of the industry. . . . Obie White, formerly of Denver, replaced Miss Major as secretary to head booker George Milner. . . . Robert McKee, who took over the Rio, Alameda, last September, has closed the 299-seat house. . . . The 330-seat Brisbane, Brisbane, was reported locked. . . . Arthur Barnett, owner of the Rex, Oakland, will leave for a European trip April 1. His son-in-law, Robert Borovoy, owner of the Cortland, San Francisco, will take over during his absence. . . . The Starlight drive-in, Belmont, that went on a four-day-a-week schedule Dec. 1, is now back on full time operation. . . . Teatro Sutter was to be sold at auction by Armond Emanuel, February 9. . . . Mrs. Lydia Gardner, wife of S. J. Gardner, in charge of the local MGM branch, was recuperating at her home in Los Angeles, following surgery.

ST. LOUIS

A change in plans now calls for "Bwana Devil" to open at the Ambassador theater Feb. 19 instead of the Missouri Theater Feb. 14 as originally announced. . . . The Ambassador announced that with its experimental stage show policy that went into effect last week the Spike Jones three day show would not be part of a movie-stage show combination. . . . Andy Dietz of the firm bearing his name in Lutheran Hospital for a physical check-up. . . . The Shubert theatre, which recently re-opened, changed into a double feature subsequent run policy. . . . The Variety Club met earlier this month to discuss the permanent Club Headquarters in the Sheraton Hotel. . . . There are plans for approximately 15 new drive-in theatres in St. Louis County and farther out state Missouri. . . . The drive-in business here is getting better and better.

TORONTO

Manager of the Capitol, Windsor, Joe J. Lefave, has been elected a councilman. . . . Herb Nelson, manager of the Palace, Timmins, is recovering from an operation. . . . The New Brunswick Board of Censors has been reorganized. . . . Ed Leigh, Odeon manager at Brampton, showed pluck recently when he flushed a gunman from under the stairs after an evening performance. . . . Trade press and publicity men for film and theatre organizations holding luncheon at Variety Club to honor Tony Ranicar, WB, who is leaving here to take a publicity post in Denver. Stan Helleur, former columnist on the Telegram, takes over, while Ken Johnson moves into Helleur's spot. . . . Ed Forsythe, assistant general manager of Odeon Theatres of Canada, was a visitor to the Pacific Coast, on an inspection trip. . . . A 350-car drive-in is planned for Huntsville, Ont., where a site has been purchased by C. A. Hawn. . . . Kent Craig of the Avalon, Hamilton, has been elected president of the Hamilton Theatre Managers Association.

VANCOUVER

Low Parry, owner of Parry Productions of Vancouver, was made a director of the Association of Motion Picture Producers & Laboratories of Canada at the Ottawa meeting. . . . Edith Bronger, secretary at International Distributors, is on a two week's vacation in California. . . . Walter Leek, president of Pacific National Exhibition, died at the age of 83. . . . Ferris Bartoletto, former advertising clerk, replaced Kenny Evans as shipper at Warner Bros. . . . Anne Gordon, formerly at the FPCC Grandview theatre, replaced Dot Garrett as secretary to Charles Doctor, manager of the downtown Capitol. . . . Norman Egilson, manager of the Odeon, Sapperton, replaced Ken Mayo at the Odeon Abbotsford. . . . Freda Drake, former assistant at the Odeon, New Westminster, succeeded Egilson at the Sapperton theatre. . . . Grant Hilker, advertising manager of Hilker Attractions, died in his 66th year. . . . Francis Martineau, owner of Martineau Theatre Displays and a top-rate magician, was installed president of Vancouver Magic Circle.

WASHINGTON

David Rosenthal, 20th Century-Fox salesman, has resigned to accept a position as branch manager of the United Artists exchange in Cleveland, Ohio. . . . Clark Davis, District Theatres, was given a 50th birthday party at the Variety Club rooms, by friends and co-workers. . . . Vice-President and Mrs. Nixon, and Chief Justice and Mrs. Vinson, headed the guest list for the February 10 preview of "Mahatma Gandhi, Twentieth Century Prophet," at the Dupont theatre. . . . The local Allied Artists exchange won the National Monogram Award for November. . . . Marion Bowen, 20th Century-Fox secretary, was promoted to booker, replacing Leona Gunsberg, who resigned to return to New Jersey. . . . "Hans Christian Andersen," which opens February 19 at the Metropolitan Theatre, will have a benefit the first night, sponsored by the American Newspaper Women's Club, for its building fund. . . . Jerry Adams, MGM branch manager, and past chief barker of the Variety Club, is relinquishing his post in April, to make his home in San Francisco.

B. Bernard Kreisler Heads New Foreign Film Group

B. Bernard Kreisler has been elected president of the reactivated International Film Associates Corporation which will serve as a clearing house in the United States for foreign films. The group, which has been dormant since 1948, has acquired the Italian picture "Ring Around the Clock." I.F.A.-TV Corporation is a subsidiary of the new group.

**HENRY
R.
ARIAS**

PURCHASING AGENT

Foreign and Domestic
Film Distribution

729 7th Ave., N. Y. 19, N. Y., Circle 5-4574

Serving the Industry Since 1913.
Negotiation in Any Language.



CABLE:
HENARIAS, N. Y.

Isaacs Named President Of New England Group

BOSTON: Irving A. Isaacs was elected president of the Independent Exhibitors, Inc., the New England unit of National Allied at the annual election of officers this week. Others elected were Melvin B. Saffner, first vice-president; Herbert Brown, second vice-president; Albert Lourie, secretary, and Julian Rifkin, treasurer. Nathan Yamins was reelected national delegate and Norman Glassman, out-going president, was elected chairman of the board. Ray Feeley was reappointed executive secretary and Adeline Struzzario was retained as office secretary. Directors elected at the meeting were Katherine Avery, W. Leslie Bendslev, A. Biola Berlin, Leonard Goldberg, David Hodgdon, Fred Markey, Walter Mitchell, Daniel Murphy, Francis Perry, Samuel Resnik, Ted Rosenblatt, Andrew Tegu, Charles Tobey and Meyer Stanzler. Mr. Isaacs operates Boston's Telepix Cinema, New England's only newsreel theatre and is a pioneer exhibitor who started his theatrical career in 1919 as an executive with Gordon's Olympia circuit.

Industry Will Honor Brotherhood Leaders

Highlighting the industry's participation in Brotherhood Week, February 15-22, will be a dinner at the Waldorf-Astoria in New York February 19 to honor seven leaders

in communication. Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews, sponsors of Brotherhood Week, announced Monday the leaders to be honored are Walter D. Fuller, John Golden, William Randolph Hearst, Jr., Jack R. Howard, Danny Kaye, David Sarnoff and Spyros P. Skouras. The Rt. Hon. Louis St.-Laurent, Canadian Prime Minister, is featured in a trailer to call the attention to Brotherhood Week in Canada. The trailer, added to newsreels Thursday, will go across Canada in both English and French language versions.

Question Constitutionality Of Ohio Film Censorship

Counsels for Classic Pictures and Superior Films have questioned the constitutionality of Ohio film censorship at hearings of the State Supreme Court in Columbus. This action was taken following the decision of the state censor board to ban "M" and "Native Son." Both counsels argued that the state has no power to censor films, citing the recent U. S. Supreme Court decisions.

Set Allied Gulf Meeting

Abe Berenson, president of the Allied Gulf Theatres Association, has called a special meeting for March 10 at the Jung Hotel, New Orleans. The main topics of discussion will be theatre television and three-dimensional films and equipment.

Nebraska Bar Withdraws Suit on Arbitration

The Nebraska Bar Association has dropped its effort to oust the American Arbitration Association from the state. Last week, in Omaha Court of Common Pleas, it withdrew a suit which charged that the Association assumed and usurped judicial power, practiced law unlawfully, and used on its panels persons not admitted to Nebraska law. The Association has had Omaha offices since 1941; at first, it arbitrated disputes in the industry arising out of and in accordance with the consent decree; later, it offered its services in labor and commercial disputes. The Association was understood to have begun taking depositions from persons on alleged exceeding authority in law, on its legitimacy of function and position, and the state bar failed to prevent this move, and then capitulated.

Set Miami Premiere for Universal's "Seminole"

Universal-International has set its premiere of "Seminole," in color by Technicolor, for the Miami, Carib and Miracle theatres in Miami February 20. The film, starring Rock Hudson, Barbara Hale and Anthony Quinn, will then have territorial saturation openings out of the Jacksonville and Atlanta exchanges. The promotional campaign will be highlighted by a tour of Seminole Indians to key cities.

COLUMBIA PICTURES ANNOUNCES THAT PRINTS OF THE FOLLOWING PICTURES ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENING

Vittorio GASSMAN • Gloria GRAHAME

THE GLASS WALL

with
ANN ROBINSON • DOUGLAS SPENCER

featuring **JACK TEAGARDEN**

SHORTY ROGERS and HIS BAND

and introducing **JERRY PARIS**

Screen Play by **IVAN TORS** and **MAXWELL SHANE**

Produced by **IVAN TORS** • Directed by **MAXWELL SHANE**

General Release: April

JACK McCALL, DESPERADO

Color by **TECHNICOLOR**

starring

GEORGE MONTGOMERY

with

ANGELA STEVENS • DOUGLAS KENNEDY

JAMES SEAY

Screen Play by **JOHN O'DEA**

Produced by **SAM KATZMAN** • Directed by **SIDNEY SALKOW**

General Release: April

ONE GIRL'S CONFESSION

starring

Cleo MOORE • Hugo HAAS • Glenn LANGAN

Written, Produced and Directed by **HUGO HAAS**

General Release: April

PROBLEM GIRLS

starring

Helen WALKER • Ross ELLIOTT • Susan MORROW

Written and Produced by **AUBREY WISBERG** and **JACK POLLEXFEN**

Directed by **E. A. DUPONT**

General Release: April

"What the Picture did for me"

Columbia

BRIGAND, THE: Anthony Dexter, Jody Lawrence—This picture was no good for our situation. Business far below average. Played Wednesday, Thursday, January 28, 29.—O. Fomby, Paula Theatre, Homer, La.

CRIPPLE CREEK: George Montgomery, Karin Booth—This is a very good western in Technicolor.—Played Wednesday, January 28.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

GOLDEN HAWK, THE: Sterling Hayden, Rhonda Fleming—Since this was such a popular seller as a book, it must have been just as popular as a motion picture among our people of Seagoville, because our business was the best we could ever ask for. Must admit that I was scared stiff. To me, though, the picture wasn't anything extra! But the main thing these days is the box office! Played Sunday, Monday, January 18, 19.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

HARLEM GLOBETROTTERS: Thomas Gomez and Globetrotters—Played this one too late. This is a very good basketball picture. If you have not played it, you can't go wrong. If your patrons like basketball, it will prove very entertaining. Also plenty of laughs in it. Played Thursday, Friday, January 29, 30.—James Hardy, Shoals Theatre, Shoals, Ind.

MARRYING KIND, THE: Judy Holliday, Aldo Ray—This was pretty good, but business wasn't even average—the title hurt it here. Played Monday, Tuesday, January 26, 27.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Metro-Goldwyn-Mayer

APACHE WAR SMOKE: Gilbert Roland, Glenda Farrell—Excellent little picture from M-G-M, but just too short. If this picture could have been 40 or more minutes longer and in Technicolor, it would have really been tops. Congratulations, Metro! Played Friday, Saturday, January 16, 17.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

DEVIL MAKES THREE, THE: Gene Kelly, Pier Angeli—Some liked it, some didn't. I thought it just fair, but after you have seen several thousand feature pictures, you finally reach a stage where only a few look good. Seems to me the talents of Gene Kelly were wasted. He did nothing you would expect of Gene Kelly. Any "John Doe" could have taken that part. You don't suppose he was used just for the lure of his name on the marquee? Surely Hollywood wouldn't do that, hmmm. Anyway, it actually did about 50% on Friday, which was better than it would have done if everyone could have gotten in the basketball gym, but they couldn't and the overflow came to the show. It perked up on Saturday and gave us a little better than average. Played Friday, Saturday, January 23, 24.—Dick Smith, Albany Theatre, Albany, Ind.

GIRL IN WHITE, THE: June Allyson, Arthur Kennedy—Good picture which you can play to the entire family—and grandmother would like it especially well. Did three days' good business with it. Played Monday, Tuesday, Wednesday, January 26, 27, 28.—E. W. Barlow, Alma Theatre, Vancouver, B. C., Canada.

MILLION DOLLAR MERMAID: Esther Williams, Victor Mature—An excellent motion picture. Our business was very, very good, and I really do believe that this is Esther Williams' best picture to date. Every one of my patrons enjoyed this film from start to finish. But I don't see how M-G-M can class this as a musical picture. The trailer billed it as M-G-M's miracle musical. It was more of a biographical film. Congratulations, M-G-M! Played Wednesday, Thursday, January 28, 29.—Jerry Walden, Crest Theatre, Seagoville, Texas.

PRISONER OF ZENDA: Stewart Granger, Deborah Kerr—All new except the story. Personally, I can't see these remakes. If a picture is good enough for a reissue, O. K. New faces don't change the

... the original exhibitors' reports department, established October 14, 1916. In it theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS
What the Picture Did for Me, Motion Picture Herald, Rockefeller Center, New York 20.

story, and if you have seen it, it's still old. If you haven't seen it, the original would be just as new to you as a remake. That, of course, is just my opinion and I could be wrong, I have been before, but that's the way it looks to me. M-G-M's trailer stated, "Filmed for the first time in color by Technicolor." As a whole, this statement is true, but it was filmed in another color. For some reason, costume pictures of the "sword and dagger" type never do business in this theatre, and this was no exception. Did a very poor Sunday-Monday business. Played Sunday, Monday, January 25, 26.—Dick Smith, Albany Theatre, Albany, Ind.

PRISONER OF ZENDA: Stewart Granger, Deborah Kerr—It is truly a wonder that M-G-M let this picture out to be sold on regular admissions. The publicity, etc., that was given it made me wonder why they did. Our business was very good due to the extra matinee that we had on New Year's day. If I'm not mistaken, they used some of the same sets for the coronation of the king in a dance sequence in "The Merry Widow." Thanks to Metro for excellent film fare. Played Wednesday, Thursday, December 31, January 1.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

TEXAS CARNIVAL: Esther Williams, Howard Keel, Red Skelton—This picture was just right for our small town. Could use more like it—lots of laughs and thrills. Showed two nights to a full house—that's what the picture did for us.—W. C. Eamark, Bienfait Theatre, Bienfait, Sask., Canada.

WASHINGTON STORY: Van Johnson, Patricia Neal—Not the type of picture the average movie goer cares to see. The reviewer seemed very much sold on the picture, but the IFB report indicates it has not been doing much business, and it didn't do much here. Friday night very poor; picked up on Saturday, but still below average. Played Friday, Saturday, January 16, 17.—Dick Smith, Albany Theatre, Albany, Ind.

YOU FOR ME: Peter Lawford, Jane Greer—This little picture, bought right from Metro, made a very nice mid-week bill. Had stormy weather on the second day. Played Wednesday, Thursday, January 14, 15.—Dave Seng, Karlstad Theatre, Karlstad, Minn.

Monogram

FLAT TOP: Sterling Hayden, Richard Carlson—Excellent. If your folks like war stories, don't fail to play this one. Played Sunday, January 25.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

HOLD THAT LINE: Bowery Boys—I never miss on these Bowery Boys. They are really tops here. I wish I could play one every week. Doubled this one with a reissue of Judy Canova, "Sleepytime Gal" (Rep.). You can't go wrong with these Bowery Boys. Some people had to leave their TV sets, cause I did better than average business. Played Saturday, January 17.—James Hardy, Shoals Theatre, Shoals, Ind.

WAGONS WEST: Rod Cameron, Peggy Castle—Pretty good western in color. Noah Beery, Jr., had a good role—my folks always like him. Played Saturday, January 24.—S. T. Jackson, Jackson Theatre, Flomaton, Ala.

Paramount

CARRIE: Jennifer Jones, Laurence Olivier—Top-notch show all around for the women, and the men here liked it also. Would not play this on a weekend if you have a Friday night high school crowd. Played Monday, Tuesday, Wednesday, January 19, 20, 21.—E. W. Barlow, Alma Theatre, Vancouver, B. C., Canada.

JUMPING JACKS: Dean Martin, Jerry Lewis—Played this one too late. Plenty of laughs, but we had a cold snap on Sunday night and fell way below average business. Guess that was due also to Martin & Lewis being on TV on Sunday nights—sure does hurt. Had a basketball game on Monday night to compete with. This is a good picture. Played Sunday, Monday, January 25, 26.—James Hardy, Shoals Theatre, Shoals, Ind.

JUMPING JACKS: Dean Martin, Jerry Lewis—Not up to "Sailor Beware" but still good at the box office. Weather good. Played Sunday, Monday, January 4, 5.—Dave Seng, Karlstad Theatre, Karlstad, Minn.

TURNING POINT, THE: William Holden, Alexis Smith—Excellent! Probably the only fault with the picture is the title. The original title, "This Is Dynamite," is much better. It drew very well at my theatre and the comments were very good. But many of our customers were so disappointed in William Holden being killed at the end of the film. Played Tuesday, January 13.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

RKO-Radio

DRUMS IN THE DEEP SOUTH: James Craig, Barbara Payton—How the north ever won the conflict between the states I'll never know, after seeing this one. Oh yes, all wiped out in the end, but it took 87 minutes to do it. Should do well in the mint rule circuit. For me—just fair. Played Monday, Tuesday, Wednesday, January 12, 13, 14.—E. W. Barlow, Alma Theatre, Vancouver, B. C., Canada.

DRUMS IN THE SOUTH: James Craig, Barbara Payton—Very good picture of the north and south. Color is very dark in places. Played this one on Saturday night and did better than average business on it, despite the cold snap we had here. Will go well in any small town. Very good title and you can't go wrong on this one. Played Saturday, January 3.—James Hardy, Shoals Theatre, Shoals, Ind.

Twentieth Century-Fox

DECISION BEFORE DAWN: Richard Basehart, Gary Merrill—Here is a war picture on which time, money and film are wasted. I would have been better off if I had not even opened up with it. I did not make film rental. War pictures are losing out here. 119 minutes of dead play—no good for a small town. Played Thursday, Friday, January 22, 23.—James Hardy, Shoals Theatre, Shoals, Ind.

MONKEY BUSINESS: Ginger Rogers, Cary Grant—A pretty good picture, one that will fill the house 'til standing room only. Your patrons will get some good laughs out of this picture. Played Saturday, Sunday, Monday, January 31, February 2, 3.—O. Fomby, Paula Theatre, Homer, La.

MONKEY BUSINESS: Ginger Rogers, Cary Grant—I thought for a moment that the floors of the theatre were going to cave in because of the laughing and jumping up and down during the showing of this picture. Many of the younger crowd wished that they could have seen more of the monkey rather than more of Ginger Rogers and Cary Grant. I would classify this as one of the very, very best comedies ever put out. It is something different than Hollywood usually puts out. Played Friday, Saturday, January 23, 24.—Jerry Walden, Crest Theatre, Seagoville, Texas.

MY PAL GUS: Richard Widmark, Joanne Dru—A good picture for any type of audience. The cast gives

(Continued on following page)

(Continued from preceding page)

a good performance, and George Winslow, "the kid with the foghorn voice," brings out a lot of laughs. Business was average in spite of the pre-Christmas lull. Played Sunday, Monday, Tuesday, December 14, 15, 16.—Mel Edelstein, Lybba Theatre, Hibbing, Minn.

MY PAL GUS: Richard Widmark, Joanne Dru.—Although the Legion of Decency gave this picture a "B" rating, I believe the questionable content is over the heads of youngsters. It is a very entertaining picture and is well liked. For the two days, did a 75% business, which we consider good at this time. Played Sunday, Monday, January 18, 19.—Dick Smith, Albany Theatre, Albany, Ind.

O. HENRY'S FULL HOUSE: All Star Cast.—Enough cannot be said about this truly magnificent motion picture. Everyone who came to see it enjoyed every minute. Most patrons who commented on the picture seemed to enjoy the episode entitled "The Gift of the Magi." Jeanne Crain is very popular in our community and that may be the reason. However, our business was only fair. Played Sunday, Monday, January 4, 5.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

PONY SOLDIER: Tyrone Power, Cameron Mitchell.—Although this picture tends to be a little too "talky," it should prove to be a good attraction. It starts off with a lot of action and it has all the earmarks of being another "Broken Arrow." However, it soon develops the narrative and discards the action. In spite of these handicaps, business was very good, so I've no complaints. Played Saturday, Sunday, Monday, Tuesday, December 27, 28, 29, 30.—Mel Edelstein, Lybba Theatre, Hibbing, Minn.

PONY SOLDIER: Tyrone Power, Cameron Mitchell.—Average good picture with a good, clean story. Beautiful scenery in Technicolor, but didn't think Power very impressive as a Mountie. This picture would be better for a weekend run. Business about 55% for the three days. Played Tuesday, Wednesday, Thursday, January 20, 21, 22.—Dick Smith, Albany Theatre, Albany, Ind.

WAY OF A GAUCHO: Gene Tierney, Rory Calhoun.—This Technicolor outdoor adventure picture was well received by our patrons and the comments were good. Rory Calhoun portrays the gauchito in a convincing manner. The picture was filmed in Argentina and the photography is first rate. For some reason, however, the picture failed at the box office. Maybe it's the title. Played Tuesday, Wednesday, Thursday, Friday, December 23, 24, 25, 26.—Mel Edelstein, Lybba Theatre, Hibbing, Minn.

WITH A SONG IN MY HEART: Susan Hayward, David Wayne.—This is truly a wonderful picture. I

saw it at a city theatre and then at ours. I think it is more of a city picture, as I noticed the audience reaction was quite different. In the large theatre you could hear a pin drop, but in ours people were restless, etc. I don't think they truly appreciated what they were seeing, which is a shame. I do not like to recommend it for small situations; however, I surely hate to see an exhibitor pass it up. It drew well, so I can't complain in that respect. Played Sunday, Monday, December 28, 29.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

Universal

AGAINST ALL FLAGS: Errol Flynn, Maureen O'Hara.—Excellent sea picture, but to tell the truth, we have had so many of this type that it ruined the box office on this film. I was sorry, too, because this was extra good. Another reason our business wasn't very good is that we played the picture before Dallas, as we generally benefit from their advertising. Played Sunday, Monday, January 11, 12.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

DUEL AT SILVER CREEK: Audie Murphy, Faith Domergue.—A very good action western. Don't pass this one up if you have western patrons. I class this boy Murphy right up with John Wayne and Randolph Scott. His pictures always pull them in for me. I hope Universal doesn't let him go. Did better than average business. Played Sunday, Monday, January 18, 19.—James Hardy, Shoals Theatre, Shoals, Ind.

DUEL AT SILVER CREEK: Audie Murphy, Faith Domergue.—An average western for an average box office. Weather good. Played Friday, Saturday, January 2, 3.—Dave Seng, Karlstad Theatre, Karlstad, Minn.

FRANCIS GOES TO WEST POINT: Donald O'Connor, Piper Laurie.—These "Francis" pictures sure do bring them in here. I have played them all and I did better than average business with them. Seems to me these small towns sure go for them. Keep 'em coming. U. I. I. Played Sunday, Monday, January 4, 5.—James Hardy, Shoals Theatre, Shoals, Ind.

IT GROWS ON TREES: Irene Dunne, Dean Jagger.—This picture surely surprised me. With the excellent trailer and the good advertising schemes put out by Universal, I had expected this to be the year's best grosser. But was disappointed with the poor crowds. My Sunday crowd was so poor that we went \$15 below expenses. The title is wrong for the picture. "Money Grows on Trees" would have been better than "It Grows on Trees," as there are quite a few things that grow on trees! Played Sunday, Monday, January 25, 26.—Jerry Walden, Crest Theatre, Seagoville, Texas.

LAWLESS BREED, THE: Rock Hudson, Julia Adams.—Business was very good, and the reason for this is the excellent acting done by both Rock Hudson and Julia Adams. I think exhibitors should recognize Julia Adams' wonderful portrayal of Wes Hardin's wife a magnificent job, and I would consider her for the Academy Award nominations next March. The story content was also good, which made this very good picture an all-out wonderful western. Played Sunday, Monday, December 28, 29.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

SALLY AND ST. ANNE: Ann Blyth, Edmund Gwenn.—Played this New Year's day to a very good house. This is a nice little picture that you cannot go wrong on. Weather good. Played Thursday, January 1.—Dave Seng, Karlstad Theatre, Karlstad, Minn.

STEEL TOWN: Ann Sheridan, John Lund.—A very good, entertaining picture about the making of steel. It also has a good story to go with it, which makes it still better. You can't go wrong with this one. I played it late but did fair with it both nights. U. I. sure makes them for small towns, which includes me. Played Thursday, Friday, January 8, 9.—James Hardy, Shoals Theatre, Shoals, Ind.

UNTAMED FRONTIER: Joseph Cotten, Shelley Winters.—I thought I'd try a western picture on a Sunday for a change, and this one filled the bill very nicely. The picture has a good cast and the story is acceptable. The only fault I could sense from the audience reaction was that it was a little too short on action. Played Sunday, Monday, January 4, 5.—Mel Edelstein, Lybba Theatre, Hibbing, Minn.

WILLIE & JOE BACK AT THE FRONT: Tom Ewell, Harvey Lembeck.—I would say this is a good comedy for small town exhibition, but they didn't turn out too well here—75% first night, dropped to 65% the second night and down to 50% the third night. Played Tuesday, Wednesday, Thursday, January 13, 14, 15.—Dick Smith, Albany Theatre, Albany, Ind.

Warner Bros.

ABBOTT & COSTELLO MEET CAPTAIN KIDD: Bud Abbott, Lou Costello.—A very poor picture and didn't draw very well in our community. I can't ever figure out how studios think that pirates, etc., singing as they did in this film, would go over. Some of the sequences were very poor. The best acting was done by Charles Laughton, who played the part of Captain Kidd. Played Wednesday, Thursday, January 14, 15.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

APRIL IN PARIS: Ray Bolger, Doris Day.—This picture has music, laughs and nice Technicolor, not to mention Doris Day. It's good entertainment, but not quite up to other Doris Day previous musicals. Played the picture on New Year's and the audience seemed to like it. Played Wednesday, Thursday, Friday, Saturday, December 31, January 1, 2, 3.—Mel Edelstein, Lybba Theatre, Hibbing, Minn.

APRIL IN PARIS: Ray Bolger, Doris Day.—This picture didn't draw at my theatre as well as other Doris Day pictures have done. Warners are going to ruin Doris' popularity by teaming her with the wrong actors. Ray Bolger may be a good dancer, but as far as looks and singing are concerned, he is awful. Gordon MacRae would have been better in this part than Ray Bolger. He scares the customers away, just like he did in "Where's Charley?" Played Wednesday, Thursday, January 21, 22.—Jerry B. Walden, Crest Theatre, Seagoville, Texas.

CARSON CITY: Randolph Scott, Lucille Norman.—Here is a very "A" western in the new Warner color, which sets it off. I don't play many westerns on Sunday, but this one is good enough for Sunday in any town. Randolph Scott always did go over here. I am still bucking TV here. I had average crowds both nights. You can't go wrong on this one. Played Sunday, Monday, January 11, 12.—James Hardy, Shoals Theatre, Shoals, Ind.

STORY OF WILL ROGERS: Jane Wyman, Will Rogers, Jr.—Extra work on this made extra money for us. This is a very good picture and was liked by all who saw it. Weather good. Played Sunday, Monday, January 11, 12.—Dave Seng, Karlstad, Minn.

Shorts

Metro-Goldwyn-Mayer

BARNEY'S HUNGRY COUSIN: Technicolor Cartoon.—Some of the situations are a little ridiculous, but who cares, as long as the laughs are many. Another excellent cartoon from M-G-M.—Mel Edelstein, Lybba Theatre, Hibbing, Minn.

TEE FOR TWO: Gold Medal Technicolor Reprint Cartoon.—An excellent Tom & Jerry—best of series.—Jerry B. Walden, Crest Theatre, Seagoville, Tex.

RKO-Radio

ROARING GAME, THE: This short subject has to do with curling which is well participated in, in this community. The number one curler, Ken Watson, demonstrates various points of the game. If you have curlers in your community, play this reel and tell them about it as it's very good.—Mel Edelstein, Lybba Theatre, Hibbing, Minn.

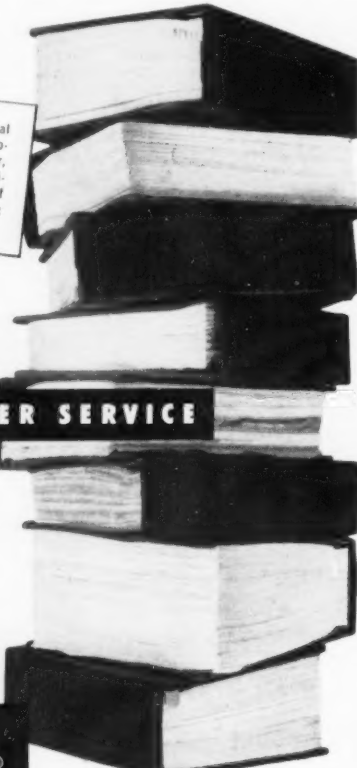
6,000
REASONS*
WHY

ALTEC GIVES BETTER SERVICE

SERVICE CAN'T BE JUDGED ON COST ALONE. Cheap service can be expensive through unnecessary replacements and failures caused by lack of knowledge. Every Altec Service Man is kept up-to-date on the best method for servicing every piece of booth and sound equipment. His know-how and the technical assistance at his fingertips are your most economical operating insurance. For trouble-free operation have Altec install, service and repair your booth and sound equipment.

ALTEC
SERVICE CORPORATION

The finest technical service for theatres



161 Sixth Ave. New York 13, N. Y.

*More than 6,000 pages of technical data on all booth and sound equipment, theatre TV, and multi-projector, multi-image, three dimension, multi-sound techniques. A warehouse of knowledge carried by every Altec Service Man.

MANAGERS' ROUND TABLE



An International Association of Motion Picture Showmen—Walter Brooks, Director

The "Cowboy Westerns" Are Fifty Years Old

THE drama section of the Sunday *New York Herald Tribune* comments on the fact that it was just fifty years ago when Edwin S. Porter, one of Thomas A. Edison's camera men, advertised for stunt actors—"men who could fall off a galloping horse without killing themselves"—and went into the wilds of New Jersey to make a movie. It was "The Great Train Robbery"—and the first "western."

Strangely enough, G. M. Anderson, an unemployed actor, was among the first to answer that call, and he *did* fall off his horse, and was sent back to town, almost missing his career. For he went on to become "Bronco Billy" and it's said he afterwards played in 376 westerns in 376 weeks, which would make him a natural for television, if he had lived to see the ultimate in this art.

William S. Hart was probably the most famous of Anderson's successors, and for a decade he was the bulwark of frontier justice. There were many other heroes, Dustin Farnum, Richard Dix, Jack Holt, William Boyd and dozens more, but Tom Mix was probably the most genuine. He had really been the kind of a character he played on the screen.

Now, we have a surfeit of cowboy westerns, so many and so much on television that Trueman Rembusch, writing in *American Magazine* of the typically Indiana theatres which he operates, and speaking for exhibitors generally, said: "We've had enough run-of-the-mine westerns." A majority of exhibitors have switched to better quality westerns in full color, at higher rentals than formerly.

There's no lack of audience appeal for top-bracket westerns, even fifty years later, and any number of authorities will agree that Gary Cooper in "High Noon" takes this year's top honors for the best performance in the best movie. We like our westerns—and so do movie patrons, around the world. But "pot-boilers"—the kind they photograph, double-take, with cowboys riding into town for one picture, and out-of-

NEW FILM DIMENSIONS

In these days, as we discover that the screen could be $2\frac{1}{2}$ times its present width, instead of the ancient proportions of three to four, perhaps it would be a good thing if we also reconsider the length of some films, particularly those we have known as "short subjects." These might be getting shorter as the screen gets wider, and for good reason.

Once upon a time, length was a matter of "reels"—and we counted short subjects as "one-reelers", "two-reelers", etc. Now, it's a matter of minutes of screen time, and the old standard is passé. The shortest units are 7 minutes long; the longest that are listed in *Product Digest* run 21 minutes. The average are sundry issues of various length, between these two extremes.

We also believe that the industry needs some 28-minute "westerns" to replace the old-fashioned full-length cowboy release, which averaged close to 60 minutes. Theatres would appreciate a new length that would reduce film rentals and give more variety to the program. The youngsters are seeing plenty of 28-minute westerns on television, and they are satisfied.

And we'd like to see "Screen Gems" or perhaps the DuPont "Chronicles of America" as film shorts of less than 30 minutes screen time. They're making them, for other markets.

town for another, are out of date.

We freely predict that among the first major productions in widescreen will be a western—with "a screen as big as all outdoors"—and a recreation of frontier history that hasn't been seen in our generation. Imagine the scope and size—and color—of "Red River," "Cimarron," "Stage Coach," "The Bend of the River" in the widescreen process that gives room enough for our western heroes!

Mrs. Walt Disney had a nice article in the last issue of *McCall's Magazine*, in which she told of her husband's hobby, the building and operation of a miniature railroad, which runs all over the place. It's Walt's relaxation, and she says, worth every cent it costs, because it keeps him from working *all* the time. Mrs. Disney says it's a little rough on the family, and guests, who have to enjoy riding on his railroad—and Walt relishes an occasional wreck, just for excitement.

All of which makes us wonder if railroading isn't one solution to the problem of finding something to succeed the routine cowboy movie. Now that Diesel trains are making the steam locomotive a nostalgic memory, why not cultivate the old glamor of the tracks and trains, the excitement and thrill of railroad business? We used to like to hear the whistles, and see the smoke, and feel the tension of an occupation that was fraught with danger.

There are so many "railroad towns" across the nation, and families with children whose lives are dedicated to railroading. We saw a new line of "accessories" for children the other day, real engineers' caps and railroad things, exactly what they wear when they grow up and become members of "Railroad Enthusiasts."

An unnamed film executive is quoted in *Motion Picture Daily* as saying that there will be a stronger demand for entertainment qualities in three-dimensional films in the near future, since there will have to be added factors besides novelty to draw the public. The growing number of issues, planned and prospective, will have to include some merit beyond merely "something new"—that isn't new. Even Cinerama, which will gross two million dollars at the Broadway theatre this year, will need new production of a purely entertainment nature to attract the same customers again at the box office.

—Walter Brooks

Happy 1953-D!



You can thank Cinerama, expected to gross two million dollars in its first theatre installation on Broadway, for the provocation, and the pre-selling of three-dimensional films, which has thrown the industry into its greatest upheaval since the coming of sound.

You'll find the fourth dimension at the box office, for it's here that the public responds. On this page, we show you some advance displays on "Natural Vision" and "Stereo-Techniques" out of town, in Chicago, Syracuse, Oakland and Philadelphia. These are "Poloroid" processes, not similar to Cinerama, but the exploitation is much the same. You won't need special showmanship as long as the novelty lasts, and as the product improves, you'll want to be on the beam, with 3-D.



With the "Stereo-Techniques" process, glasses are furnished which the audience is asked to return, as they leave the theatre. In the "Natural Vision" process, an inexpensive form of Poloroid Glasses are supplied, that the audience may keep as souvenirs.



At the Aldine in Philadelphia, where "Natural Vision" has had a terrific run, folks crowd the lobby to view stills through Poloroid filters.



This was Sol Sorkin's outer lobby front, at the RKO Keith's theatre, Syracuse, using the strong pull of natural curiosity and public interest, augmented with a Proclamation by the Mayor. That's also Sol's display in the photograph at upper left.



For the west coast premiere of "Stereo-Techniques" at the Telenews theatre in Oakland, California, they had this impressive display, shouting "first time on any screen."

Canadians Compete in Contests

Showmanship competitions generally are feeling the upswing from Canadian contenders, who are crowding their rivals on both sides of the border with superior examples of exploitation. Dan Krendel has his boys of the Ontario "B" district in the midst of another ballyhoo contest, and this time, they're outdoing themselves with results beyond their original 13-week drive. At this moment, Bill Burke, whose picture appears below, is leading, with Herb Chapel and Ted Doney as runners-up.

Harry Wilson, manager of the Capitol, Chatham, reports the continuing success of his inspired contest in conjunction with the *Chatham Daily News*, wherein amateur photographers, members of the Chatham Camera Club, contend with each other in the making of the best photos of the Capitol's front display! That's a natural! Harry is again in the *News* with a hometown picture of his receipt of a showmanship prize from John J. Fitzgibbons, with Dan Krendel standing by, all smiles. He had a good campaign on "Snow White" and a special newspaper break with a "Home-Itis" page, which sold the idea of "going out to the movies" on a co-op basis.

Bob Harvey, manager of the Capitol, North Bay, has two exhibits in the mail, one labeled "Just Plain Ballyhoo"—which it is not, being much more than plain, and very effective. And a complete book, as an entry in the Quigley Awards, on "making North Bay movie conscious"—which he plainly did, in fact.

Bob Rappaport Uses Outline-Type Ads

Bob Rappaport, manager of the Town theatre, Baltimore, in a collection of good ads reaching our desk shows some samples in small space that use outline type, which have the advantage of containing white space within the letters, and which stand out on the average amusement page, because they are so different from the usual black face. These very small ads are limited to one good quote, i.e., "Good Housekeeping says:"—or the opinion of a well known newspaper critic.

Denver Goes for "The Naked Spur"

The Colorado premiere of MGM's "The Naked Spur" which was filmed in the local Rockies near Durango, will find the Governor of Colorado and all top-brass of the state sitting in ceremony for the opening. The Hollywood contingent, headed by Vera-Ellen, will receive "Golden Nugget Awards" for their participation in the civic celebration. MGM field men, Ted Gallanter and Bill Coleman, are both on the job.

SHOWMEN IN ACTION

George Robinson, manager of the Odeon theatre, St. Thomas, Ont., sends samples of his very well planned and printed Christmas greeting program, paid for by advertisers.

John Bassolino, assistant at Loew's Premiere theatre in Brooklyn, is part of that team of eager beavers who are going places and determined to win showmanship awards.

Mrs. Julia Smith, of Warner's State theatre, Waterbury, Conn., planting pictures of "Girls in the Night" for readers of local papers.

Dan Davis, manager of the Norwood theatre, Florence, Ala., sends a photo of gala doings at Memphis for "Mississippi Gambler" showing that he was present among all those Hollywood stars, representing his small city, in good company.

Fox West Coast's *Showtime* says "make your theatre the place to see, in 1953." And "Shoot for February, the shortest long month in the year for Showmen."

James Leslie, manager of the State theatre in Spokane, was the recipient of the "National Showman Award" from Frank L. Newman, president of Fox-Evergreen Theatres (worth \$250 cash!)

Robert Turner, manager of the Fifth Avenue theatre, Seattle, had U. S. Marines in uniforms of 1776, 1812 and 1847, as lobby display for "Stars and Stripes Forever."

Bob Carney, manager of Loew's Poli, Waterbury, Conn., pasted a 24-sheet on the lobby floor, and made good use of 24-sheet cut-outs in display for "The Clown."

George R. Borden, Jr., manager of the Sea-Vue theatre, Blaine, Washington, in the tall fir country, reports that his new drive-in is about half completed, and will be named the "Car-Vue"—to match.

Harry A. Shaw, division manager for Loew's theatres in New England, planted Eric Johnston's well-chosen remarks re motion pictures in Allan Widem's column in the *Hartford Times*.

Jerome H. Schur, manager of the Melba theatre, with the nautical address of Boston Road and Fish Avenue, Bronx, N. Y., sends a sample of his imprinted shopping bag, useful for housewives who carry the theatre's advertising right home with them.

Arnold Kirsch, manager of the DeLuxe theatre, also in the Bronx, N. Y., sold a bank 1,000 tickets for his Washington Birthday matinee, which they are giving to their depositors. He also promoted 500 bags of potato chips for the occasion.

Allan M. Widem reports that New England theatre men have Rosemary Clooney singing "Come On-a My House" as a new way of saying "Let's Go to the Movies." She's on a P. A. tour, and getting prime publicity breaks.

George M. Landers, Hartford division manager for E. M. Loew theatres, contacted drama professors at the colleges for a build-up of "The Four Poster" playing his houses.

Sol Adorno, Sr., general manager of M&D theatres, Middletown, Conn., participating in local merchants' "Dollar Day" promotions for mutual aid and benefits.



Bill Burke, manager of the Capitol theatre, Brantford, Ontario, poses with winners of his "Miss Six Nations", Indian girl beauty contest, staged as promotion for "The Big Sky"—whose co-star is a beautiful Indian girl, Miss Elizabeth Threault. Bill says the Indians of the Six Nations are notoriously shy, but their Chief Counsellor encouraged them, and they supported the contest with real enthusiasm. It was a terrific success, publicity-wise, and at the box office. There were eighteen contenders and they made a nice stage picture, as finalists.

Campaign Catalog

"PETER PAN" IS THE PRIZE PROMOTION PACKAGE

THE \$25,000,000 cooperative advertising and merchandising campaign for Walt Disney's "Peter Pan" was reviewed again at a trade-press luncheon at Toots Shor's, and we say "again" advisedly, because it has been recited before at previous press conferences. The actual pre-selling campaign has been under way for months. No motion picture in our memory has ever had such an elaborate build-up.

But if we did object to the timing, as being too far ahead of release, then we withdrew that objection, because it must certainly have taken a year to develop the astronomical total of tieups that have been effected, and which are suggested in the brief summary across the page. There are some 52 licensees who manufacture and sell Walt Disney merchandise, and these are to be increased by a dozen or so, while "Peter Pan" is playing.

Big Magazine Coverage

H. T. Heiser, manager of the Character Merchandise Division for the Disney organization, and Vincent Jefferies, Film Merchandise manager, outlined the progress that had been made, and the elaborate description of tieups which will start with the pre-release of the picture. The current, and secondary period, of pre-selling extends through the first half of 1953, and includes national advertising, placed by Disney, in *Life*, *Look*, the *Saturday Evening Post*, *McCall's*, *Woman's Home Companion*, *Good Housekeeping*, *Parents'*, *Redbook*, *Cosmopolitan*, *American*, and the fan magazines, for a total circulation of 37,599,255, and readership five times as great. In addition there is a string of publicity stories breaking in all these magazines simultaneously.

The tieups are strictly beyond any brief description. For instance, the Admiral Corporation are making a wonderful cardboard television theatre, peopled with cut-out characters and the settings of "Peter Pan" as a give-away for children, the kind of toy they can really enjoy and appreciate. The Colgate-Palmolive-Peet Company are putting "Peter Pan" soap on the market. It is very good soap (we had a sample) and they will do their usual very extensive job of advertising and selling it, and the picture. Whit-



The Admiral Corporation, manufacturers of television sets, will spend approximately \$2,000,000 in cooperative advertising in an unparalleled promotion with the Walt Disney organization, in behalf of "Peter Pan". Above, approximately 1,000 Admiral distributors and salesmen cheered long and loud at a preview of the picture, and promotion campaign, at their convention in Chicago.

man Publishing Company are going heavily into "Peter Pan" books for children at low prices—a very necessary feature, to make the characters better known, and a very certain pleasure for youngsters. There are also paint books, puzzles and punch-outs.

King Features will place "Peter Pan" comics in a string of newspapers, averaging 30,000,000 circulation per week, for a period of 26 weeks. Key city newspapers will get direct Disney advertising, and there are a multitude of cooperative newspaper campaigns that will spring from sponsors in local trading areas, tied in with playdates. Music tieups, radio and television tieups, and a host of other "deals" have been completed—we've never seen anything to match it, nor have you, in the field, at the point of sale. All you have to do is to climb aboard the fast-moving band-wagon.

We've been a little baffled trying to outline all of the accomplishments of the Disney organization in our limited space, for it takes two hours to tell, and several bound

volumes of text to describe in detail. The pressbook is coming through, and we urge every Round Table member to get his copy early and digest it, which will take some time. Cultivate the merchants who are directly interested in Disney merchandise, for they are literally your partners, and are willing to assume their share of the job to be done. You'll be hearing more as later bulletins arrive from the opening at the Roxy this week, and the Chicago and West Coast premieres.

The subsequent runs will need the benefit of the early openings, and the spread of the merchandising tie-ups, to acquaint their potential audiences with all the entertainment quality of Sir James M. Barrie's story-book characters. This will grow, and grow, and grow, to make "Peter Pan" an endless, timeless, ageless attraction.

As soon as you receive your "Peter Pan" press book, take it in hand and go up and down Main Street looking for your business partners.

A PERSONAL NOTE

"Peter Pan" has been a great theatrical property for almost fifty years. Generations of young people—and the young-in-heart—have enjoyed Sir James M. Barrie's wistful, fanciful, story of childhood on both sides of the Atlantic.

There are a few who cherish the memory of Maude Adams, and the role she made famous, which opened at the Empire theatre, on Broadway, in 1905. There are others who saw Eva LeGaillienne as "Peter Pan" and as recently as 1950, Jean Arthur, in the title role, of a stage-play. In 1925, Paramount made "Peter Pan" with Bette Bronson—starring in a silent film. That covers a half-century of stage and screen.

English children are much better acquainted with "Peter Pan"—and Wendy, Tinker Bell, Captain Hook, Mr. Smee, the Ticking Crocodile, and the Nurse Dog. These characters have been widely known and much loved by many thousands of children, but not in this country, where the stage play is remembered, but other versions are less familiar. Walt Disney has brought the best children's stories of the whole world to our hearts.

The purpose of this personal note is to tell our Round Table members that they must take special care to acquaint their patrons with "Peter Pan" and a basic understanding of the fantasy. Otherwise, they will miss the full realization of it. Use the trailer, well in advance, which introduces the characters as real people of a child's imagination. You can be grateful to the Walt Disney organization for having created a \$25,000,000 merchandising and cooperative advertising basis for making the story more tangible to a generation growing up. The picture itself doesn't quite lay the premise as it should, but *after you have seen it*, you will always love, and remember, "Peter Pan." Even the preselling of the picture doesn't overcome a certain lethargy in public understanding. We will recognize Disney; our British cousins will recognize Barrie.

—Walter Brooks



There is so much to see in the "Peter Pan" promotion campaign kit that we suggest you take time out to read and study all the contents. Some will get more out of it than others; these will be the ones who go looking for things.

Here's How It Is Done —\$25,000,000 Worth!

\$20,000,000 worth of merchandise tieups inspired by the motion picture.

\$5,000,000 worth of national advertising and promotion through tieins.

The following giant organizations are spending a staggering aggregate sum.

ADMIRAL CORPORATION—Over \$2,000,000 in national magazine advertising, plus newspaper coverage, for 26 weeks, to introduce their "Peter Pan" tieups and give-aways, with special display material in 6,000 store locations.

WOMAN'S HOME COMPANION—The March issue, out February 20th, is loaded with "Peter Pan" promotions, and the magazine will carry a two-page "Treasure Hunt" spread which shows many examples of "Peter Pan" merchandise. The magazine will send out 53,000 kits to stores, accenting their cooperation with the merchandise tieups, and selling the idea of having a "Peter Pan" party for children.

ADVANCE PATTERN COMPANY—By agreement with the *Woman's Home Companion*, to have a full editorial page in the magazine, and direct contact with 6,500 dealers, distributing 75,000 patterns.

W. T. GRANT COMPANY—Tie-in with *Woman's Home Companion* and Advance Patterns, and will also distribute "Peter Pan" merchandise bought from Disney licensees, on display in all their store windows. Newspaper advertising mats and interior displays for use locally.

INDEPENDENT GROCERS ALLIANCE—The IGA will run 1,987 full-page and half-page ads across the country, backing up the "Peter Pan" Treasure Hunt idea in the *Woman's Home Companion*. Much of the Disney merchandise is ideally suited for sale in large grocery super-markets.

MUTUAL BROADCASTING SYSTEM—Will use direct "Peter Pan" tieups, featuring voices from the film sound-track, and a tieup through the Derby Foods "Sky King" program, twice weekly, over 550 stations. Spot recordings have been sent to all stations, for tie-in with theatres.

SELIGMAN & LATZ, INC.—Concessionaires handling 250 beauty salons in department stores throughout the country, will advertise and sell the "Peter Pan" haircut, made popular in New York by Macy's. Will use a total of 476 ads in 119 cities, continued through the Spring.

BORGENICHT BROS.-FARRAGUT CO.—Manufacturers of "Peter Pan" dresses and sun suits, will run national magazine advertising and additionally, will service 2,000 of their customer-stores with an advertising kit, and cooperation in local promotion.

RCA VICTOR—National newspaper advertising and co-op ads for Victor dealers; special advertising in music trades papers; direct circularization to customer mailing lists; radio and television programs over national networks; promotional and display material for thousands of music and department stores.

DERBY FOODS, INC.—A total of 16 advertising jar tops for "Peter Pan" Peanut Butter to reach 40,000,000 customers through 150,000 retail outlets; radio and television programs over the basic Mutual and ABC-TV networks, with nearly 600 stations on the air, twice a week; national advertising in Hearst newspapers and Metro copies.

INTERNATIONAL SHOE COMPANY—National tie-in with 5,000 "Weather-Bird" shoe dealers, with advertising in seven national magazines, March, April and May; half-page, four-color ads in sixty comic sections, through March and April; will give away 1,000,000 "Peter Pan" hats and use their "Weather-Bird" television show in 10 cities.

COLGATE-PALMOLIVE-PEET COMPANY—Introducing "Peter Pan" chlorophyll soap, using color ads in national magazines, March through June; newspaper color ads in conjunction with their give-away of prizes through large super-market chains, and the distribution of "Peter Pan" maps.

BECAUSE WE
KNOW IT'S SO
WE KEEP ON
SAYING...

FILMACK GIVES YOU MORE SHOW-
MANSHIP PER DOLLAR AND THE
FASTEST SPECIAL TRAILER SERVICE
IN THE WORLD.

**FILMACK
TRAILERS**

1327 S. WABASH AVE.
CHICAGO

630 NINTH AVENUE, NEW YORK

CLASSIFIED ADVERTISING

Fifteen cents per word, money-order or check with copy. Count initials, box number and address. Minimum insertion, \$1.50. Four insertions for the price of three. Contract rates on application. No borders or cuts. Forms close Mondays at 5 P. M. Publisher reserves the right to reject any copy. Film and trailer advertising not accepted. Classified advertising not subject to agency commission. Address copy and checks: MOTION PICTURE HERALD, Classified Dept., Rockefeller Center, New York (20)



THEATRES

CASH SHOW BUSINESS. SELLING BEAUTIFUL theatres Martin City, Roman, Roundup. Terms. Literature. McADAM, Livingston, Mont.

THEATRE FOR SALE. HERE'S A GIVE-AWAY theatre Eastern Pennsylvania drawing population 20,000. Only theatre in town. Two years ago refused one hundred fifty thousand, will sell today for half, want to retire on account of health. If you want to make twelve thousand a year, investigate this quick. BOX 295, MOTION PICTURE HERALD.

BOOKS

RICHARDSON'S BLUEBOOK OF PROJECTION. Best Seller, since 1911. Now in 7th edition. Revised to present last word in Sound Trouble Shooting Chart. Expert information on all phases of projection and equipment. Special new section on television. Invaluable to beginner and expert, \$7.25 postpaid. QUIGLEY BOOKSHOP, 1270 Sixth Avenue, New York 20, N. Y.

MAGIC SHADOWS — THE STORY OF THE origin of Motion Pictures by Martin Quigley, Jr. Adventurous exploration of all the screen's history told in 191 crisp pages and 28 rare illustrations. Exciting reading for now and authoritative reference for tomorrow. A Georgetown University Press book. Price, postpaid, \$3.50. QUIGLEY BOOKSHOP, 1270 Sixth Ave., New York 20, N. Y.

MOTION PICTURE AND TELEVISION ALMANAC—the big book about your business 1952-53 edition. Contains over 12,000 biographies of important motion picture personalities. Also all industry statistics. Complete listing of feature pictures 1944 to date. Order your copy today, \$5.00, postage included. Send remittance to QUIGLEY BOOKSHOP, 1270 Sixth Ave., New York 20, N. Y.

SEATING

YOU CAN'T BEAT THIS! REBUILT PANEL-back spring cushion chairs \$4.95; many other bargains, send for Chair Bulletin. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

HELP WANTED

OPPORTUNITY FOR EXPERIENCED DRIVE-IN operator. Handle operation and concession large drive-in (qualified assistant may apply). State experience. Preferable age about 35. Reply P. O. BOX 95, Elmford, N. Y.

DRIVE-IN EQUIPMENT

STRONG MOGUL 75 AMP. ARC LAMPS WITH rebuilt metal reflectors \$900. pair; in-car speakers with 4" cones \$15.90 pair with junction box; underground cable \$65M. Complete drive-in outfits from \$1,595. (Send for lists.) Time payments available. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

STUDIO EQUIPMENT

SELL YOUR SERVICES AND EXPERIENCE. Shoot local newsreels, TV commercials. Make advertising tie-ups with local merchants. Film Production Equipment Catalog free. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19, N. Y.

BUSINESS BOOSTERS

COMIC BOOKS, BALLOONS, TOYS. WRITE FOR catalogue. HECHT, 3074 Park Ave., New York 51.

SERVICES

WINDOW CARDS, PROGRAMS, HERALDS, photo-offset printing. CATO SHOW PRINTING CO., Cato, N. Y.

SPEAKER RECONING, WEATHERPROOF PARTS used. Prices \$1.30 each and up. FIDELITY RADIO & ELECTRIC CO., Clarkston, Ga.

PHOTO BLOWUPS, 40 x 60, \$7.50, 30 x 40, \$5.00 unmounted. PHOTO BLOWUPS, P. O. Box 124, Scranton, Pa.

POSITION WANTED

PROJECTIONIST, 20 YEARS' EXPERIENCE, three drive-ins. Reliable. A. J. HAWK, Bucyrus, Ohio. Phone 6-1591.

USED EQUIPMENT

COMPLETE BOOTH EQUIPMENT, SUPER SIMPLEX heads, RCA amplifier, Strong utility lamps, rectifiers. Other miscellaneous equipment. MRS. REITMEYER, 41 Wallace St., Freeport, N. Y. FReeport 9-7092.

TRY AND TOP STARS' OFFERINGS! SUPER Simplex mechanisms, beautiful, \$450. pair; RCA PG-222 sound system, M1-9030 soundheads, double channel amplifier, etc., rebuilt, \$1,250.; 2 unit electric ticket register, excellent, \$74.50, aluminum reels \$1.25; film cabinets, \$1.25 section. What do you need? STAR CINEMA SUPPLY, 441 W. 50th St., New York 19.

SUPER SALE ON SUPER SIMPLEX MECHANISMS, excellent condition, only \$225 each. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

NEW EQUIPMENT

RECTIFIER BULBS, FIRST QUALITY, \$4.75; changeovers, with footswitches, \$42.50; parts for Simplex and Powers 30% discounts; sand urns, \$4.95. STAR CINEMA SUPPLY, 441 W. 50th St., New York 19.

EVERYONE'S BUYING 'EM! 4"—35c; 8"—50c; 10"—60c; 12"—85c; 14"—\$1.25; 16"—\$1.50, any color. Fits Wagner, Adler, Bevelite signs. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

REEL VALUES! 2,000' ALUMINUM \$3.35; 15A Rectifier bulbs \$4.59; Rewinds \$9.95 set; Stereopticons \$24.95; 9x12" plastic screens \$42.66. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

Legion Approves 14 Of 23 New Films

The National Legion of Decency this week reviewed 23 films, putting six in Class A, Section I, morally unobjectionable for general patronage; eight in Class A, Section II, morally unobjectionable for adults; eight in Class B, morally objectionable in part for all; and one in Class C, condemned. In Section I are "Kansas Pacific," "My Death Is a Mockery," "Peter Pan," "Sons of the Renegade," "The Stars Are Singing," and "Tonight We Sing." In Section II are "Angel Street," "Bandits of Corsica," "The Hitch-Hiker," "Little World of Don Camillo," "I Confess," "Lili," "The Story of Three Loves," and "Thunder in the East."

In Class B are "Bomba and the Jungle Girl" because of "suicide in the plot solution"; "Gunsmoke" because "it tends to condone illicit actions"; "Hell Is Sold Out" because "it tends to condone immoral actions"; "Jeopardy" because "it tends to condone immoral actions and suggestive sequence"; "Prince of Pirates" because of "light treatment of marriage"; "Problem

Girls" because of its "low moral tone and suggestive sequences"; "The Star" because "it reflects the acceptability of divorce and re-marriage and tends to condone illicit actions"; and "Wide Boy" because it "tends to condone immoral actions." "Of Love and Bandits" (Italian) is placed in Class C because "the story it tells is offensive to religion, condones immoral actions and contains suggestive sequences."

FILM BUYERS RATING

The Film Buyers Rating has been moved from its usual position each week in the Herald to the inside back cover, for the greater convenience of readers. This new position also will make possible reports on a greater number of pictures, thus increasing the service of the department to its many users.

Astor Pictures Acquires 10 New Productions

Astor Pictures Corporation has acquired all rights to 10 new feature productions, it has been announced by R. M. Savini, president of the company. Two of the films by producer Hall Shelton are in Cinecolor—"Love Island" and "Born to the Saddle." Other product involved in the transaction are six new productions now being filmed at the Hal Roach Studios; "Thief in Silk," by Jorge Caputo, and an additional production by Robert Presnell. Aside from these pictures, Astor will continue to release a full line of reissues.

Scout Fund Drive

Solicitation of funds for the 1953 campaign of the Boy Scout Councils of Greater New York took place this week in conjunction with Boy Scout Week. Charles Boasberg and Leon Bamberger, of RKO Radio, headed the industry-wide committee. Jack Ellis, of Ellis Films, Inc., served as co-chairman of the film exporters and importers group.

The Product Digest

The Magnetic Monster

UA-Ivan Tors—Exploitation Feature

The subject of this wild but creditably told story is a lump of a new element, something called serranium, which devours energy and turns it into mass, thus doubling its size in 11-hour cycles. On this premise, producer Ivan Tors and director Curt Siodmak have written a science fiction screenplay that is imaginative, plausible and weird enough to please devotees of the macabre without completely undoing gentler folk. It's an exploitation natural.

Richard Carlson, as a scientist whose task is to destroy the element before it destroys the world, heads a cast of comparatively unknown players, all of whom, including the star, turn in honest performances designed to make fact of fancy. Carlson's mono-toned narration ("I arrived Monday morning 9:45 . . ." etc.) accompanying the story and reminiscent of a popular radio crime program, also tends to create the illusion of reality.

The film gets under way quietly with the discovery by a Los Angeles hardware store owner that all his appliances are magnetized. Investigation by scientist Carlson reveals traces of a strange new radioactive substance and a trail which eventually leads to physicist Leonard Mudie. Before he dies of radiation burns, Mudie reveals the element, unlike anything previously discovered, has to be regularly bombarded with electrons to keep it from "inblodding" (as opposed to exploding), or milking the energy from all nearby objects. Since it is regularly doubling in size, it stands to grow so quickly as to throw the earth out of its orbit.

How Carlson and his cohorts succeed in rendering the eerie element neutral makes for some fine suspense and photographic hocus-pocus, climaxing in tumultuous fashion in a lonely, below-the-sea laboratory in Nova Scotia. Improbable but fun.

Prominent in the cast are King Donovan, Carlson's pal, and Jean Byron, as Carlson's pretty and pregnant wife. Responsible for the eye-opening special effects are Harry Redmond, Jr., and Jack Glass. The film is an Ivan Tors presentation released by United Artists.

Seen at United Artists screening room in New York. Reviewer's Rating: *Very Good*.—VINCENT CANBY.

Release date, February 18, 1953. Running time, 76 minutes. PCA No. 16232. General audience classification.
Jeffrey Stewart.....Richard Carlson
Dan Forbes.....King Donovan
Connie Stewart.....Jean Byron
Harry Ellerbe, Leo Britt, Leonard Mudie, Byron Foulger, Michael Fox, Jarma Lewis, John Zarimba, Frank Gerstle, John Vosper

All Ashore

Columbia—All in Fun

Between a song and a dance "All Ashore" details the frolicsome adventure of three sailors

on leave at Catalina Island. The trio consists of Mickey Rooney, Dick Haymes and Ray McDonald and their romp-and-jump has been framed in color by Technicolor. For feminine adornment Peggy Ryan, Jody Lawrance and Barbara Bates are on hand to easily fulfill their requirements. Fashioned along formula lines, "All Ashore" is relaxing entertainment to which the average film-goer takes contentedly.

It seems that poor little Rooney is always fated to be the fall guy of his two buddies, either through their greater strength or their more cagey mentality. Thus when there is an unsavory chore to be done, Mickey is chosen; when money is needed, Mickey is elected to do the odd job to raise it, and when the boys rent a bungalow with only two beds, you know who is selected to sleep on the floor. Thus Mickey is always lonely and rejected while the others are busy on dates and having a lot of fun. When finally Mickey meets a girl he likes, Miss Lawrance, it isn't long before she is appropriated by his more aggressive buddy. And so it goes, between frequent rounds of songs, with Haymes handling most of them.

The screenplay by Blake Edwards and Richard Quine draws most of its suspense when Rooney and Miss Bates have a mishap while motor-boating. They lose their boat and are marooned on an isolated part of the bay shore. While they are trudging back to civilization on foot, a search party combs the bay and vicinity in fear that the couple is lost. Rooney's return is a dramatic one, and he becomes a hero. He also has the soul-satisfying experience of turning the tide on his buddies.

Jonie Taps produced and Richard Quine directed.

Seen at the home office projection room. Reviewer's Rating: *Very Good*.—MANDEL HERBSTMAN.

Release date, March, 1953. Running time, 80 minutes. PCA No. 16046. General audience classification.
Francis "Moby" Dickerson.....Mickey Rooney
Joe Carter.....Dick Haymes
Gay Knight.....Peggy Ryan
Ray McDonald, Barbara Bates, Jody Lawrance, Fay Rooper, Jean Willes, Rica Owen, Patricia Walker, Edwin Parker, Dick Crockett, Frank Kreig, Ben Welden, Gloria Pall, Joan Shawlee

The Tall Texan

Lippert—Greed and Gold

From as far back as the split-reel era, and in as many settings as authors have been able to conceive, a story about man's greed for gold has been about the surest-fire of all the sure-fire

subjects, Western or not. But the West is, naturally, the best setting for this kind of story, as every outstanding Western star has demonstrated a good many times in the course of his career, and it is the setting for the present story by Samuel Roeca, a story which observes the rules of plausibility rather than the traditions founded by Bronco Billy Anderson and Tom Mix. In their era, all of the players in a story of this kind died of thirst or went crazy. There is plenty of death in this story, too, but it's of the more dramatic and man-made variety. The sure-fire theme is, as always in a case of its use, the picture's strongest point.

Lloyd Bridges plays the tall Texan named in the title, and mightily impressively, too, but this is not a one-man picture. Strong alongside Bridges is Lee J. Cobb, a powerful contender for the favor of Marie Windsor, the only woman in the cast. Luther Adler, Samuel Herrick and Syd Saylor are the other members of the group engaged in the quest for gold. Performances are competent and well balanced, one against the other.

Roeca's story has Bridges, a handcuffed prisoner; Cobb, a renegade ship captain; Adler, an unprincipled trader; Herrick, a weakling sheriff; and Miss Windsor, a woman of the frontier whose husband is killed in the opening sequence, making their way across the Texas wastes to Indian country where a friendly tribe permits them to pan for gold on condition they do not trespass on Indian burial grounds. Adler finally does so, however, and before the consequences are completed all are dead but Bridges and Miss Windsor. It's not, of course, that abrupt.

Production is by T. F. Woods and Robert L. Lippert, Jr., with direction by Elmo Williams.

Reviewed in Encino. Reviewer's Rating: *Good*.—WILLIAM R. WEAVER.

Release date, February 13, 1953. Running time, 84 minutes. PCA No. 16245. General audience classification.
Ben Trask.....Lloyd Bridges
Laura Niblett.....Marie Windsor
Lee J. Cobb, Luther Adler, Syd Saylor, George Steele, Samuel Herrick, Dean Cain

FOREIGN REVIEWS

BELLISSIMA

I.F.E.—Italian with English Subtitles

Although this is a foreign product, its theme would be just as recognizable if its locale were any town in this country. The story is told with all the warmth and sympathy that glows in the heart of a mother for her child. The plot is a simple one—a mother struggling to make her daughter a film star. However, this import is filled with laughter, tears, good pace and a fine acting job by Anna Magnani.

The translation of "Bellissima" literally means beautiful one, but the "Bellissima" in this story is in reality only a plain child. It is only through the adoring eyes of a mother, Miss Magnani, that she is the most beautiful child in the world. This alone allies Miss Magnani with

(Continued on following page)

SHOWMEN'S REVIEWS

ADVANCE SYNOPSES

SHORT SUBJECTS

THE RELEASE CHART

COMPANY CHART

(Continued from preceding page)

the audience, for almost everyone has shared a similar loving blindness. Many will recognize the vicarious delight Miss Magnani receives picturing her child as a budding Shirley Temple.

The Italian star's performance is a delight as she always appears to have complete command of the situation. While at one moment she may be lightly portraying a comedy sequence, she can just as easily and unobtrusively switch to the tears bred by emotional anxiety.

Miss Magnani is among the early comers when a Rome film studio announces a contest to find the prettiest girl in the city. She is just as sure as the hundreds of other mothers that her child will win and become a star. A young studio employee, trying to make some easy money, convinces her that Maria requires a great deal of training. She sacrifices her savings even though she realizes that she is being swindled because she believes this is a part of the game of "star-making."

When the child is finally screen tested, she notices the director laughing rather than applauding her child's performances. Even when the director discovers a spot in his film for a child such as Maria, the mother turns down a lucrative contract because her daughter must not be used to provoke laughter. She is still a "Bellissima" to her parents.

Director Luchino Visconti does a good job in capturing the spirit of the picture. There is a tendency to let the story drag as the film is excessively long. But, all in all, his interesting shots of Italy's "Hollywood" and present day Rome prove highly effective.

Seen at a New York screening room. *Reviewer's Rating: Very Good.*—ROBERT H. PERILLA.

Release date, March, 1953. Running time, 108 minutes. General audience classification.
Maddalena.....Anna Magnani
The Director.....Alessandro Blasetti
The Child.....Tina Apicella
Gastone Renzelli, Walter Chiari, Tecla Scaramo

PAOLO AND FRANCESCA

I.F.E.-Lux—Italian with English Subtitles

An average production of a Thirteenth Century drama is put together in this import. The highlight of the film is found in its realistic costuming and scenery, but it has little else to offer. In general it is an adaption of a love affair similar in nature to the familiar Romeo and Juliet story.

Essentially the story has a girl marry an enemy to avert the slaughter of her people. The tragedy occurs when she discovers that the brother of her husband, whom she has never met, is her true love. The husband becomes suspicious of the feeling between his brother and his wife and kills the two when he discovers them during a rendezvous. He realizes the foolishness of his act when he learns from the lips of his dying wife that they were actually planning to commit suicide.

The action in this episode from Dante's "Inferno" is slow and lacks the force to make this more than adequate entertainment. Many of the performers tend to become caricatures rather than people. Odile Versois and Andrea Checchi give adequate performances in the lead roles. Raffaello Matarazzo directed from a scenario by Vittorio Novarese, and Vittorio Montuori.

Seen at the home office in New York. *Reviewer's Rating: Average.*—R. H. P.

Release date, February 13, 1953. Running time, 92 minutes. General audience classification.
Francesca.....Odile Versois
Gianciotto Malatesta.....Andrea Checchi
Armando Francioli, Nino Marchesi, Aldo Silvani, Dedi Ristori, Roberto Murolo

ADVANCE SYNOPSIS

THE LADY WANTS MINK

(Republic)

ASSOCIATE PRODUCER: William A. Seiter. DIRECTOR: William A. Seiter. PLAYERS: Dennis O'Keefe, Ruth Hussey, Eve Arden, William Demarest. Trucolor.

COMEDY. When William Demarest gives his wife, Eve Arden, a \$7,000 mink coat it makes Dennis O'Keefe's \$79.50 camel's hair

coat gift to his wife look quite anemic. Ruth Hussey, O'Keefe's wife, has always had a passion for a mink coat so she decides to raise her own minks. Besides just breeding, the minks breed trouble with the neighbors, O'Keefe and the landlord. O'Keefe resents the attention the minks receive and he lacks, and things get close to divorce. When he loses his job at the department store, the family is forced to move to the country. Here the family grows healthy, happy and fairly wealthy as the minks multiply. The Demarest family visits, settles the misunderstanding and decides to move into the neighboring ranch.

DESERT LEGION

(Universal-International)

PRODUCER: Ted Richmond. DIRECTOR: Joseph Pevney. PLAYERS: Alan Ladd, Richard Conte, Arlene Dahl. Technicolor.

DRAMA. Alan Ladd, a captain in the French Foreign Legion, is sent to capture a bandit raider, Richard Conte, but is ambushed and nearly killed. His life is saved by a native girl, Arlene Dahl. He soon discovers that she is the ruler of the Arab tribe and is asked to marry her to keep peace among her people. However, he is once again captured by Conte who plans to halt the marriage and wipe out the Legion. Ladd escapes from prison, captures and kills Conte, preventing the ambush, and marries the lovely Arlene.

THE GIRL NEXT DOOR

(20th Century-Fox)

PRODUCER: Robert Bassler. DIRECTOR: Richard Sale. PLAYERS: Dan Dailey, June Haver, Dennis Day. Technicolor.

MUSICAL. June Haver, a successful singing star, likes her privacy. But the man next door, Dan Dailey, soon changes her mind. However, his 10-year-old motherless son feels that she is upsetting his friendship with his father. After some complications, the boy realizes that marriage is a normal relationship and gives his approval.

MA AND PA KETTLE ON VACATION

(Universal-International)

PRODUCER: Leonard Goldstein. DIRECTOR: Charles Lamont. PLAYERS: Marjorie Main, Percy Kilbride.

COMEDY. This time the Kettles go to Paris with friends. They become involved with a spy ring when Pa is given an envelope to deliver to a man who is eventually murdered. When the envelope is turned over to the American consulate, it's found to contain parts of a file stolen from American intelligence offices. The consul general then asks them to help catch the members of the spy ring. In their own comic way, they manage to do this.

ON TOP OF OLD SMOKY

(Columbia)

PRODUCER: Armand Schaeffer. DIRECTOR: George Archibald. PLAYERS: Gene Autry, Smiley Burnette.

WESTERN. Gene Autry and the Cass County Boys have an act that tours the entertainment palaces of the West billed as "Gene Autry and his Texas Rangers." Gene is not a member of the law but the town soon begins to think he is when his phony badge falls from his pocket. Although he denies he is connected with the Rangers, Gene finally goes to the aid of a young lady in distress to live up to his reputation as a lawman. Just as he has brought peace to the community, he is exposed as a fake. The people lose their faith in him, but Autry gains enough evidence to turn the criminals over to the real Texas Rangers.

PICKUP ON SOUTH STREET

(20th Century-Fox)

PRODUCER: Jules Schermer. DIRECTOR: Samuel Fuller. PLAYERS: Richard Widmark, Jean Peters, Thelma Ritter.

DRAMA. Richard Widmark, a pickpocket, lifts the wallet of Jean Peters. Unknown to

both the lifter and the carrier, at the time, is that the wallet contained some film which Communist agents are trying to get out of the country. The FBI, the enemy agents and Miss Peters all work to get the film back from Widmark. All these forces find Widmark through Thelma Ritter, a former pickpocket turned informer. When Widmark finds out the worth of the film, he seeks the highest bidder. After a number of chases, battles and murders, Widmark and Miss Peters fall in love, turn over the film to the FBI, and capture the top spy.

COME ON TEXAS

(Warner Brothers)

PRODUCER: David Weisbart. DIRECTOR: Andre de Toth. PLAYERS: Randolph Scott, Lex Barker, Phyllis Kirk.

WESTERN. Even though Randolph Scott is a Union cavalry officer charged with keeping law and order in Texas, his sympathies are with the Southerners and against the carpetbaggers from the North. Scott has some difficulties with Lex Barker, another Army officer, who is his bitter foe. Phyllis Kirk provides the love interest in this story of the lawlessness and reconstruction of the post-Civil War South.

FAST COMPANY

(Metro-Goldwyn-Mayer)

PRODUCER: Henry Berman. DIRECTOR: John Sturges. PLAYERS: Howard Keel, Polly Bergen, Nina Foch.

DRAMA. Howard Keel, a racehorse trainer, tries to cheat Polly Bergen in a deal for a horse she owns. She discovers his game and decides to race the horse herself. She hires another trainer, but he also decides to cheat her. Meanwhile, Keel becomes interested in wealthy socialite Nina Foch, owner of a first-rate stable. When Keel sees that Polly is going broke, he comes to her rescue and the two form a partnership. They resolve all their quarrels when their horse wins the big race.

SHORT SUBJECTS

KISS ME CAT (Warner Bros.)

Looney Tunes Technicolor Cartoon (9710)

When the master of the house insists that Pussyfoot, the Kitten, do his share of the mouse catching, complications arise. With the aid of his pal, the bulldog, he manages to do a bad job of it.

Release date: February 21, 1953 7 minutes

A MOUSE DIVIDED (Warner Bros.)

Merrie Melodies Technicolor Cartoon (9709)

When the stork delivers a baby mouse to a cat couple the wife forces her husband to accept the situation. Until the stork returns to correct his mistake the neighborhood cats make many unsuccessful attempts to get the baby.

Release date: January 31, 1953 7 minutes

SPORTING COURAGE (Warner Bros.)

Sports Parade in Technicolor (9504)

One-legged skiers give a demonstration of the sport in a background of the Austrian mountains. Despite their handicap, these men become experts in this difficult sport. The climax is a slalom race.

Release date: January 31, 1953 10 minutes

THE BASHFUL BUZZARD (Warner Bros.)

Blue Ribbon Technicolor Cartoon (9306)

Beaky Buzzard is the only one in the family who has trouble with his lessons on how to forage for food. After many unsuccessful attempts he surprises mother buzzard by bringing home the biggest catch of all.

Release date: February 7, 1953 7 minutes

HERE WE GO AGAIN (Warner Bros.)

Vitaphone Novelties (9605) Reissue

In this Mack Sennet comedy we see Charlie Murray, silent screen comedian, in a slap-stick release. Charlie takes a ride in an old Ford, on a hayride, and battles over the rich widow.

Release date: January 14, 1953 10 minutes

CONQUEST OF UNCAVA (RKO Radio)
RKO Pathe Special (33105)

With our iron ore deposits rapidly diminishing, the discovery of a deposit on the Quebec-Labrador proved extremely important. This area—called the Uncava, or land of far away, by the Indians—was opened to extensive field tests by Canadian technicians, geologists and field parties in 1947. This film shows the development of these mines and the transportation problems in this far away area. One day this will be one of the finest mines in the free world.
Release date: January 2, 1953 15 minutes

DUCK AMUCK (Warner Bros.)

Merrie Melodies Technicolor Cartoon (9711)
Daffy tries to act in a great picture, but something suddenly goes wrong with the scenery and the sound effects. Daffy gets quite a going over for awhile and finally demands to know what is causing all the trouble. Though he never finds out, the audience does.
Release date: February 28, 1953 7 minutes

LOST IN A TURKISH BATH (RKO Radio)
Gil Lamb (33602)

Gil Lamb tries to subpoena the owner of a Turkish bath in his first job as a process server. The athletic owner, who has an aversion to such summons, starts putting Gil through the ropes of the bath house. From one machine to another, Gil is scrubbed, rubbed and nearly tickled to death. Finally Gil escapes with the aid of his girl friend.
Release date: January 30, 1953 16 minutes

FORWARD, MARCH HARE (W. B.)

"Bugs Bunny" Special (9726) *Technicolor*
When Bugs Bunny gets drafted into the Army the first sergeant finds he never really knew how tough things could get. He was drafted by mistake, but this doesn't help the top kick.
Release date: February 14, 1953 7 minutes

BUDDY MORROW AND HIS ORCHESTRA (Columbia)

Thrills of Music (5954) *Reissue*
Singer Gloria King opens the show with "You Go to My Head." Next, trombonist Buddy Morrow swings it as some kids put on a jitterbug exhibition. For a finale, Buddy and the band play their classical swing version of Brahms' "Lullaby."
Release date: February 12, 1953 9½ minutes

WILD BOAR HUNT (RKO Radio)

Sportscope (34310)
Flying over grass as well as water in a mile-a-minute air-boat, the hunters track down their game, the wild boar, in the Florida Everglades. With only a .22-caliber pistol to defend themselves, the veteran swamp foxes follow the boar through the wilderness at a rapid pace. The game is finally shot and the weary group return for a huge barbecue.
Release date: January 16, 1953 8 minutes

BIRTHPLACE OF HOCKEY (Warner Bros.)

Sports Parade in Technicolor (9505)
In this short we are taken to the Canadian city of Regina where ice hockey is synonymous with entertainment. We follow the younger children carrying their hockey sticks to school so that they may be able to play as soon as their scholastic day is through. We go through all the phases of the city amateur play and wind up with a look at the professional play-off game of the National Hockey League.
Release date: February 28, 1953 10 minutes

SPIKE JONES IN HOLLYWOOD (Columbia)

Screen Snapshots (5855)
Ken Murray takes bandleader Spike Jones and his family on a Hollywood tour to see the stars at play. The Joneses see Douglas Fairbanks, Jr., Judy Garland, Paulette Goddard, Ronald Coleman, Rudy Vallee, Mickey Rooney,

Charlie Chaplin, Paul Lukas, Boris Karloff and other film luminaries.

Release date: January 22, 1953 10 minutes

SPORT CAR RACING (Paramount)

Sportlight (R12-6)
Sport car racing, from its inception 50 years ago to the present, is followed in this Sportlight. We see 90 racers drive cars from England and Italy in a 100-mile race before 40,000 spectators in England. The climax is a view of the sport car of tomorrow, General Motors' LaSabre, which is enhanced by numerous unique gadgets.
Release date: February 27, 1953 9 minutes

PLENTY BELOW ZERO (Columbia)

Color Favorites (5606) *Reissue*
A crow stays north instead of joining his fellows in the journey to the southland. He attempts to steal some food from a fox. The fox leads the crow a merry chase through the woods and both end up having to forage for food.
Release date: January 8, 1953 7½ minutes

OUT OF THE EARTH (U-I)

A Two-Reel Special (8201)
The oil industry in Saudi Arabia has led to many industrial and cultural advances. This film traces these changes from the moment American ingenuity first applied itself to this task in 1933. There are shots of the drilling, the pipe line and community life in what was once desert.
Release date: February, 1953 18 minutes

KISS AND WAKE UP (Columbia)

Assorted Favorites (5423) *Reissue*
Johnny Downs has a fight with his intended on the eve of his wedding and decides to call the whole thing off. He soon realizes his mistake but the would-be bride is adamant. John disguises a chum as a girl to make his fiancé jealous, but the situation backfires. However, the friend patches up the quarrel and all ends well.
Release date: January 1, 1953 18 minutes

ANIMAL HOTEL (Paramount)

Topper (M12-4)
The humorous antics of the varied animals at Washington's National Zoological Park provide the entertainment in this film. They show how they run the kitchen for the 3,000 inhabitants of this zoo. A close look is given at the special menus prepared for the animals from all corners of the world.
Release date: February 6, 1953 10 minutes

MOLLY BEE SINGS (RKO)

Screenliner (34210)
Andre Baruch invites you to see a disk jockey at work. He introduces you to 13-year-old Molly Bee, a new recording star. Molly is interviewed by Baruch and sings three songs.
Release date: January 9, 1953 9 minutes

THE SPEED QUEEN (Paramount)

Sportlight (R12-4)
A trip to Holland introduces us to Fannie Blankers Koen, the Dutch Olympic speed queen. We see this world-famous athlete in her roles as a housewife, mother and record breaker. She demonstrates her ability in broad and high jumping, sprinting, hurdling, and tossing the discus and javelin. The slow motion camera captures her form in all these events.
Release date: January 2, 1953 9 minutes

FLAG OF HUMANITY (Warner Bros.)

Special in Technicolor (9004) *Re-Release*
A tribute to Clara Barton, founder of the American Red Cross, is paid in this film. During the Civil War, Clara, a shy young New Jersey teacher, realizes that thousands of soldiers are dying needlessly on the battlefields. Fighting against red tape and the preoccupation of generals and surgeons she finally wins her battle to give aid to the common soldier. After the war, she fights for a more humane hospital

system and finally becomes president of the American Red Cross.

Release date: January 24, 1953 20 minutes

TITO'S GUITAR (Columbia)

Color Favorites (5607) *Reissue*
Tito comes on his burro to sing to his lady love. Tito's singing disturbs the girl's father who takes his trusty rifle down to pepper Tito. Our hero takes off in a cloud of dust.
Release date: February 5, 1953 7 minutes

ALL JOKING ASTRIDE (RKO)

Sportscope (34209)
Our hero, the man next door, decides to take up the genteel art of horsemanship. Dressed for the occasion, he enrolls at a riding school. He throws himself into the art quite earnestly, but so does the horse. The net result is a caricature of a rider.
Release date: December 26, 1952 8 minutes

KING WINTER (U-I)

Variety View (8341)
This deals with the St. Paul Winter Carnival honoring the God of the North Wind. We see nine days of winter sports events including the selection of a queen. The Dionne Quintuplets are seen briefly in the film.
Release date: January 22, 1953 9 minutes

HAIR CUTUPS (20th-Fox)

Terrytoon in Technicolor (5303)
A desperado named Dangerous Dan goes into a barbershop run by a couple of city dudes, Heckle and Jeckle. After a gun shooting entrance by the outlaw, the frightened but mischievous magpies teach Dan a lesson by using their barber equipment to drive him crazy.
Release date: February, 1953 7 minutes

BOBBY SHANTZ (RKO)

Sportscope (34208)
A caption version of the life of Bobby Shantz, baseball's smallest player and the most valuable man in the American League. Bobby comes up the hard way through the minor leagues and semi-pro ball to be the tops in his trade.
Release date: December 19, 1952 8 minutes

JUNGLE MONARCHS (Columbia)

Animal Cavalcade (5652)
Comic Morey Amsterdam visits the World Jungle Compound, a training school for film-dom's big cat stars. Lions who have had roles in many pictures are seen in training and in action. Trainer Larry White also introduces Tusko, the baby elephant.
Release date: January 29, 1953 9 minutes

SNOW BUSINESS (Warner Bros.)

Looney Tune in Technicolor (9708)
Snowbound and without provisions, erstwhile buddies, Sylvester, the cat and Tweety Bird revert to roles as the hunter and the hunted. Sylvester's attempts are thwarted by the attacks of a wild mouse, driven crazy by hunger.
Release date: January 17, 1953 7 minutes

OF MICE AND MAGIC (Paramount)

Herman & Katnip Cartoon (H12-2)
The mice settle down in a theatre to watch one of their group entertain. A cat sees the gathering and envisions one tremendous feast. He captures the featured performer but her spunky cousin comes to her aid. The mouse discovers a magic wand and reduces the cat to the size of a grasshopper.
Release date: February 20, 1953 7 minutes

WHAT'S SWEEPIN'? (U-I)

Woody Woodpecker Technicolor Cartoon (8322)
Woody is unhappy with his job as a street cleaner and poses as a cop. He manages all right until he tries to get into a circus and runs into Wally Walrus, a real policeman. They fight all over the circus until Wally restores Woody to his street cleaning job.
Release date: January 5, 1953 6 minutes

THE RELEASE CHART

Index to Reviews and Advance Synopses, with Ratings

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers on this chart refer to pages in the PRODUCT DIGEST SECTION of MOTION PICTURE HERALD.

Short Subjects Chart with Synopses Index can be found on pages 1702-1703, issue of January 31, 1953.

Feature Product by Company starts on Page 1725, issue of February 14, 1953.

For exploitation see Managers' Round Table section.

*Following a title indicates a Box Office Champion.

Picture ratings under National Groups are estimates by leading women's organizations and national review committees; A—Adults (over 18 years), Y—Youth (ages 12 to 18), C—Children (ages 8 to 12). Legion of Decency Ratings: (A-1), Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part; C, Condemned.

(S) before a page number indicates advance synopsis.

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED		Nat'l Groups	RATINGS		Herald Review
				(S) = synopsis	Issue Page		L. of D.		
ABBOTT & Costello Go to Mars (316) Univ.	Abbott & Costello	Apr., '53			Jan. 24 (S) 1694				
Abbott & Costello Meet Captain Kidd (208) (color) WB	Abbott & Costello	Dec. 27, '52	70m		Nov. 29 1622	AYC	A-1	Good	
Above and Beyond (313)* MGM	Robert Taylor-Eleanor Parker	Jan., '53	122m		Nov. 22 1613	AY	A-2	Very Good	
Actors and Sin UA	Edward G. Robinson-Marsha Hunt	July 18, '52	85m		May 31 1382	AY	A-2	Good	
Affair in Trinidad* (501) Col.	Rita Hayworth-Glenn Ford	Sept., '52	98m		Aug. 2 1470	A	B	Fair	
African Treasure (5207) Mono.	Johnny Sheffield-Donna Martell	June 8, '52	70m		May 31 1383		A-1	Good	
Against All Flags (color) (305)* Univ.	Errol Flynn-Maureen O'Hara	Jan., '53	83m		Nov. 29 1621	AY	A-2	Very Good	
All Ashore (color) (534) Col.	Mickey Rooney-Dick Haymes	Mar., '53	80m		Feb. 14 1717		B	Very Good	
Alleghany Uprising (384) RKO	John Wayne-Claire Trevor	(reissue) Sept., '52	81m		Oct. 28, '39				
Amazing Monsieur Fabre, The (Fr.) (Eng. Dial.) Noel Meadow	Pierre Fresnay	Aug. 20, '52	90m		Aug. 30 1511		A-1	Very Good	
Androcles and the Lion (368) RKO	Jean Simmons-Victor Mature	Jan. 9, '53	98m		Nov. 22 1614	AY	B	Very Good	
Angel Face (312) RKO	Robert Mitchum-Jean Simmons	Feb. 11, '53	90m		Dec. 6 1629	A	B	Very Good	
Angel Street (Brit.) Commercial	Anton Walbrook-Diana Wynyard	Nov. 10, '52	80m		Nov. 15 1607		A-2	Fair	
Anna (Ital.) Lux	Silvano Mangano-Vittorio Gassmann	Oct. 12, '52	111m		Aug. 9 1477		B	Good	
Annie Oakley (383) RKO	B. Stanwyck-Preston Foster	(reissue) Sept., '52	91m		Nov. 9, '35				
Apache War Smoke (305) MGM	Gilbert Roland-Glenda Farrell	Oct., '52	67m		Sept. 20 1533	AY	A-2	Good	
April in Paris (color) (209)* WB	Ray Bolger-Doris Day	Jan. 3, '53	101m		Nov. 15 1605	AY	B	Excellent	
Arctic Flight (5210) Mono.	Wayne Morris-Alan Hale, Jr.	Oct. 19, '52	78m		Aug. 2 1470		A-1	Good	
Army Bound (5216) Mono.	Stanley Clements	Oct. 5, '52	61m		July 12 (S) 1443		A-1		
Assignment-Paris (507) Col.	Dana Andrews-Marta Toren	Oct., '52	85m		Sept. 13 1525	AY	A-1	Good	
Atomic City, The (5120) Para.	Michael Moore-Nancy Gates	June, '52	85m		Apr. 12 1314	AYC	A-1	Good	
BABES in Bagdad (color) UA	Paulette Goddard-John Boles	Dec. 7, '52	79m		Dec. 20 1646	A	A-2	Fair	
Bachelor and the Bobby-Soxer (385) RKO	Cary Grant-Myrna Loy	(reissue) Dec. 5, '52	95m		June 7, '47			Excellent	
Bachelor Mother (386) RKO	Ginger Rogers-David Niven	(reissue) Dec. 5, '52	82m		July 1, '39				
Bad and the Beautiful (315) MGM	Lana Turner-Kirk Douglas	Jan., '53	118m		Nov. 22 1613	A	B	Excellent	
Bal Tabarin (5129) Rep.	Muriel Lawrence-William Ching	June 1, '52	84m		June 28 1426		B	Good	
Barbed Wire (474) Col.	Gene Autry	July, '52	61m		July 5 1433	AY	A-1	Good	
Battle Circus MGM	Humphrey Bogart-June Allyson	Apr., '53	90m		Jan. 31 1701			Very Good	
Battle Zone (5301) AA	John Hodiak-Linda Christian	Oct. 26, '52	82m		Oct. 18 1565		A-1	Very Good	
Beautiful But Dangerous RKO	Jean Simmons-Robert Mitchum	Apr. 1, '53	89m		Nov. 1 (S) 1591		A-2		
Beauty and the Devil (Fr.) Davis	Gerard Philippe-Michel Simon	Sept. 1, '52	95m		Aug. 30 1510		A-2	Excellent	
Because of You (302) Univ.	Loretta Young-Jeff Chandler	Nov., '52	95m		Oct. 11 1558	AY	A-2	Good	
Because You're Mine (color) (304) MGM	Mario Lanza-Doretta Morrow	Oct., '52	103m		Sept. 6 1517	AYC	A-1	Excellent	
Bellissima (Ital.) I.F.E.	Anna Magnani-A. Blasetti	Mar., '53	108m		Feb. 14 1717			Very Good	
Berlinor, The (Ger.) Burstyn	Gert Frobe-Aribert Wascher	Oct., '52	80m		Nov. 1 1590			Fair	
Beware, My Lovely (302) RKO	Ida Lupino-Robert Ryan	Sept., '52	77m		Aug. 2 1470	AY	A-2	Good	
Big Jim McLain (201) WB	John Wayne-Nancy Olson	Aug. 30, '52	90m		Aug. 30 1509	AY	A-1	Good	
Big Sky, The (361) RKO	Kirk Douglas-Elizabeth Threalt	Aug., '52	122m		July 12 1441	AY	A-2	Excellent	
Black Castle, The (304) Univ.	Stephen McNally-Richard Greene	Dec., '52	81m		Oct. 25 1582	AY	A-2	Good	
Black Swan, The (258) (color) 20th-Fox	Tyrone Power-Maureen O'Hara	(reissue) July, '52	85m		Oct. 17, '42			Good	
Blackbeard, the Pirate (color) (307) RKO	Linda Darnell-Robert Newton	Dec. 25, '52	99m		Dec. 6 1629	AY	B	Good	
Blazing Forest, The (color) (5207) Para.	John Payne-Susan Morrow	Dec., '52	90m		Sept. 27 1541	AYC	A-1	Very Good	
Blood on the Moon RKO	R. Mitchum-R. Preston	(reissue) Mar. 27, '53							
Bloodhounds of Broadway (C) (236) 20th-Fox	Mitzi Gaynor-Scott Brady	Nov., '52	90m		Nov. 1 1589	AY	B	Very Good	
Blue Canadian Rockies (4782) Col.	Gene Autry-Pat Buttram	Nov., '52	58m		Nov. 22 1614	AYC	A-1	Good	
Bonzo Goes to College (232) Univ.	Edmund Gwenn-Maureen O'Sullivan	Sept., '52	80m		Aug. 30 1509	AYC	A-1	Very Good	
Botany Bay (color) Para.	Alan Ladd-James Mason	Not Set			Feb. 7 (S) 1711				
Brandy for the Parson (Brit.) Meyer-Kingsley	Kenneth More-Jean Lodge	Aug., '52	75m		Aug. 30 1511		A-2	Good	
Brave Warrior (color) (441) Col.	Jon Hall-Christine Larsen	June, '52	73m		May 17 1366	AY	A-1	Good	
Breaking the Sound Barrier (Brit.) UA	Ann Todd-Ralph Richardson	Dec. 21, '52	115m		Nov. 15 1605	AY	A-1	Excellent	
Brigand, The (color) (437) Col.	Anthony Dexter-Jody Lawrence	June, '52	94m		May 31 1383	AY	B	Good	
Bwana Devil (color) UA	Barbara Britton-Robert Stack	Mar. 13, '53	79m		Dec. 13 1637		A-2		
CALIFORNIA Conquest (color) (440) Col.	Cornel Wilde-Teresa Wright	July, '52	79m		June 14 1392	AY	A-1	Good	
Call Me Madam (color) (311) 20th-Fox	Ethel Merman-Donald O'Connor	Apr., '53							
Canyon Ambush (5244) Mono.	Johnny Mack Brown	Oct. 12, '52	53m		Aug. 30 (S) 1511				
Captain Kidd (5210) Lippert	Randolph Scott-C. Laughton	(reissue) Dec. 12, '52	89m		Aug. 5, '45				
Captain Pirate (color) (431) Col.	Louis Hayward-Patricia Medina	Aug., '52	85m		July 26 1462	AYC		Good	
Captive Woman (306) RKO	Margaret Field-Robert Clarke	Oct., '52	65m		Oct. 4 1550		B	Fair	
Caribbean (C) (5202) Para.	Arlene Dahl-John Payne	Sept., '52	97m		Aug. 2 1469	AY	A-2	Very Good	
Carrie (5123) Para.	Jennifer Jones-Laurence Olivier	Aug., '52	118m		June 14 1397	AY	B	Excellent	

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED		Nat'l Groups	RATINGS		Harold Review
				(S) = synopsis	Page		L. of D.		
Carson City (color) (123)	WB	Randolph Scott-Lucille Norman	June 14, '52	87m	May 3	1349	AYC	A-1	Very Good
Casque D'Or (Fr.)	Discina	Simone Signoret-Claude Dauphin	Aug. 18, '52	96m	Sept. 6	1517			Good
Castle in the Air (Brit.)	Stratford	David Tomlinson-Margaret Rutherford	Dec. 26, '52	92m	Jan. 10	1677			Good
Castle Town (207)	WB	Dennis Morgan-Philip Carey	Dec. 6, '52	71m	Nov. 22	1614	AYC	A-1	Good
Chu Chin Chow (5215)	Lippert	Anna May Wong (reissue)	Apr. 10, '53						
City Beneath the Sea (308) (C)	Univ.	Robert Ryan-Mala Powers	Mar., '53	87m	Feb. 7	1709			
Clash by Night (229)*	RKO	Barbara Stanwyck-Paul Douglas	June, '52	105m	May 17	1366		B	Very Good
Cleopatra (5208)	Para.	Claudette Colbert-H. Wilcoxon (reissue)	Dec., '52	104m	Aug. 25, '54		A	A-2	Good
Clouded Yellow, The (Brit.) (509)	Col.	Jean Simmons-Trevor Howard	Aug., '52	89m	Oct. 6, '51	1049			
Clown, The (316)	MGM	Red Skelton-Timmy Considine	Jan. 6, '53	92m	Dec. 27	1662	AY	A-2	Good
Come Back, Little Sheba (5213)	Para.	Burt Lancaster-Shirley Booth	Feb., '53	99m	Nov. 29	1621		B	Very Good
Come on Texas	WB	Randolph Scott-Phyllis Kirk	Not Set		Feb. 14	(S) 1718	A	B	Excellent
Confidence Girl	UA	Tom Conway-Hillary Brooke	June 20, '52	81m	June 7	1390		A-2	Good
Confidentially Connie	MGM	Janet Leigh-Van Johnson	Mar., '53	71m	Jan. 17	1686			Good
Count the Hours	RKO	Teresa Wright-MacDonald Carey	Apr. 1, '53						
Cow Country (5310)	AA	Edmond O'Brien-Helen Westcott	Apr. 26, '53						
Crimson Pirate (color) (202)*	WB	Burt Lancaster-Eva Bartok	Sept. 27, '52	104m	Aug. 30	1509	AYC	A-1	Very Good
Cripple Creek (color) (442)	Col.	George Montgomery-Karin Booth	July, '52	78m	June 28	1427	AY	A-1	Good
Cry, the Beloved Country (Brit.)	UA	Canada Lee-Sidney Poitier	Aug. 22, '52	96m	Jan. 26	1213		A-2	Excellent
Cupboard Was Bare, The (Fr.)	Hakim	Fernandel-Berthe Bovy	Nov., '52	82m	Nov. 15	1607			Good
Curtain Up (Brit.)	Meadow	Robert Morley-Margaret Rutherford	Feb. '53	82m	Feb. 7	1710			Excellent
DEAD Man's Trail (5243)	Mono.	Johnny Mack Brown-Barbara Allen	Sept. 21, '52	59m	May 17	(S) 1367		A-1	
Denver and Rio Grande (C) (5115)	Para.	Edmond O'Brien-Sterling Hayden	June, '52	89m	Mar. 29	1298	AY	A-1	Fair
Desert Legion (C) (315)	Univ.	Alan Ladd-Arlene Dahl	Apr., '53		Feb. 14	(S) 1718			
Desert Rats, The	20th-Fox	Robert Newton-James Mason	Apr., '53		Jan. 24	(S) 1695			
Desert Song, The (color)	WB	Kathryn Grayson-Gordon MacRae	Not Set		Jan. 10	(S) 1679			
Desperadoes Outpost (5174)	Rep.	Allan Rocky Lane	Oct. 8, '52	54m	Oct. 11	1559	AYC	A-1	Good
Desperate Search, The (314)	MGM	Howard Keel-Jane Greer	Jan., '53	71m	Nov. 29	1622		B	Good
Destination Gobi (color) (313)	20th-Fox	Richard Widmark-Don Taylor	Mar., '53		Nov. 29	(S) 1623			
Devil Makes Three, The (302)	MGM	Gene Kelly-Pier Angeli	Sept., '52	96m	Aug. 16	1485	AY	A-2	Very Good
Diplomatic Courier (222)	20th-Fox	Tyrone Power-Patricia Neal	July, '52	97m	June 21	1417	AY	A-2	Good
Don't Bother to Knock (224)	20th-Fox	Richard Widmark-Marilyn Monroe	Aug., '52	76m	July 19	1453	A	B	Very Good
Down Among the Sheltering Palms (C)	20th-Fox	Mitzi Gaynor-David Wayne	May, '53		Jan. 12, '52	(S) 1186			
Dream Wife	MGM	Cary Grant-Deborah Kerr	Mar., '53		Jan. 24	(S) 1694		B	
Dreamboat (223)	20th-Fox	Clifton Webb-Ginger Rogers	Aug., '52	83m	July 26	1461	AY	A-2	Excellent
Duel at Silver Creek, The (C) (228)	Univ.	Audie Murphy-Faith Domergue	Aug., '52	77m	July 12	1442	AY	A-1	Good
EIGHT Iron Men (515)	Col.	Bonar Colleano-Arthur Franz	Dec., '52	80m	Oct. 25	1581	AY	A-2	Very Good
Encore (Brit.) (5122)	Para.	Roland Culver-Glynis Johns	July, '52	90m	Apr. 5	1305	AY	A-2	Excellent
Everything I Have Is Yours (C) (306)	MGM	Marge and Gower Champion	Oct., '52	92m	Sept. 27	1541	AYC	A-2	Excellent
FACE to Face (309)	RKO	James Mason-Robert Preston	Nov. 14, '52	92m	Nov. 15	1606	AY	B	Excellent
Fair Wind to Java (color)	Rep.	Fred MacMurray-Vera Ralston	Not Set						
Fargo (5226)	Mono.	Bill Elliott-Phyllis Coates	Sept. 7, '52	69m	Sept. 13	1526		A-1	Good
Farmer Takes a Wife (color) (307)	20th-Fox	Betty Grable-Dale Robertson	Feb., '53		Dec. 6	(S) 1630			
Fast Company	MGM	Howard Keel-Nina Foch	Not Set		Feb. 14	(S) 1718			
Father's Dilemma (Ital.)	Davis	Aldo Fabrizi-Gaby Morlay	Sept., '52	88m	Oct. 4	1550		B	Very Good
Fearless Fagan (241)	MGM	Janet Leigh-Carleton Carpenter	Aug., '52	79m	July 12	1441	AYC	A-1	Very Good
Feudin' Fools (5213)	Mono.	Leo Gorcey-Huntz Hall	Sept. 21, '52	63m	July 5	(S) 1434		A-1	
Five Angles on Murder (Brit.)	Col.	Jean Kent-Dirk Bogarde	Mar., '53	88m					
5000 Fingers of Dr. T, The (C)	Col.	Peter Lind Hayes-Mary Healy	Not Set		Jan. 10	(S) 1679		A-1	
Flat Top (color) (5201)	AA	Sterling Hayden-Richard Carlson	Nov. 30, '52	85m	Nov. 22	1614	AY	A-1	Very Good
Flowers of St. Francis (Ital.)	Burstyn	Aldo Fabrizi	Oct. 6, '52	85m	Oct. 11	1559			Fair
Forbidden Games (Fr.)	Times	Brigitte Fossey-Georges Poujouly	Dec., '52	89m	Dec. 20	1647			Excellent
Fort Apache	RKO	John Wayne-Henry Fonda (reissue)	Mar. 27, '53						
Fort Vengeance (color) (5303)	AA	James Craig-Rita Moreno	Mar. 29, '53						
Four Poster, The (519)	Col.	Rex Harrison-Lilli Palmer	Jan., '53	103m	Oct. 11	1558	A	A-2	Excellent
Francis Covers the Big Town	Univ.	Donald O'Connor-Yvette Dugay	Not Set		Mar. 22	(S) 1291			
Francis Goes to West Point (224)	Univ.	Donald O'Connor-Lori Nelson	July, '52	81m	June 14	1397	AYC	A-1	Very Good
GAMBLER and the Lady (5204)	Lippert	Dane Clark	Dec. 26, '52	71m	Dec. 20	1646			Average
Geisha Girl	Realart	Martha Hyer-William Andrews	June, '52		Aug. 30	(S) 1511		B	
Girl Next Door, The (C)	20th-Fox	Jane Haver-Dan Dailey	May, '53						
Girls in the Night (311)	Univ.	Joyce Holden-Glenda Farrell	Feb., '53	83m	Jan. 17	1686		B	Good
Glass Wall, The	Col.	Vittorio Gassman-Gloria Grahame	Not Set		Nov. 29	(S) 1623			
Glory Alley (234)	MGM	Leslie Caron-Ralph Meeker	June, '52	79m	May 24	1373	A	B	Good
Gold Fever (5220)	Mono.	John Calvert-Ralph Morgan	June 15, '52	63m	July 5	(S) 1434		A-1	
Golden Arrow, The	UA	Burgess Meredith-Jean Pierre Aumont	Mar. 20, '53						
Golden Hawk, The (color) (508)	Col.	Sterling Hayden-Rhonda Fleming	Oct., '52	83m	Sept. 13	1525	AY	B	Very Good
Great White Hunter (form. Macomber Affair) (5209)	Lippert	Gregory Peck-Joan Bennett (reissue)	Dec. 12, '52	89m	Feb. 1, '47				Good
Greatest Show on Earth (C)* (5129)	Para.	All-Star Cast	July, '52	153m	Jan. 5	1177	AYC	B	Superior
Guerrilla Girl	UA	Helmut Dantine	Jan. 23, '53	81m	Jan. 24	(S) 1694			
Guest Wife	UA	Claudette Colbert-D. Ameche (reissue)	Sept. 5, '52	90m	July 28, '45				Excellent
Gunfighter, The (348)	20th-Fox	Gregory Peck-Jean Parker (reissue)	Jan., '53	84m					
Gunsmoke (color) (312)	Univ.	Audie Murphy-Susan Cabot	Mar., '53	79m	Feb. 7	1710		B	Very Good
HANGMAN'S Knot (color) (512)	Col.	Randolph Scott-Donna Reed	Jan., '53	84m	Nov. 1	1589	AY	A-2	Very Good
Hans Christian Andersen (color) (351)	RKO	Danny Kaye-Farley Granger	Dec. 19, '52	112m	Nov. 29	1621	AYC	A-1	Excellent
Happy Time, The (506)	Col.	Charles Boyer-Louis Jourdan	Dec., '52	94m	Aug. 16	1485	AY	A-2	Excellent
Has Anybody Seen My Gal? (226) (color)	Univ.	Piper Laurie-Charles Coburn	July, '52	89m	June 14	1397	AYC	A-1	Good
Hellgate (5113)	Lippert	Sterling Hayden-Joan Leslie	Sept. 5, '52	87m	Aug. 23	1502		B	Very Good
Here Come the Marines (5212)	Mono.	Leo Gorcey-Huntz Hall	June 29, '52	66m	June 14	1398		A-2	Good
Hiawatha (color) (5202)	AA	Vincent Edwards-Yvette Dugay	Dec. 28, '52	80m	Dec. 20	1645	AYC	A-1	Excellent
High Noon*	UA	Gary Cooper-Grace Kelly	July 30, '52	85m	May 3	1349	AY	A-2	Very Good
Hitch-Hiker, The	RKO	Edmond O'Brien-Frank Lovejoy	Mar. 13, '53	71m	Jan. 17	1686		A-2	Good
Hoaxers, The (319)	MGM	Guest Narrators	Jan. 30, '53	36m					
Holiday for Sinners (239)	MGM	Keenan Wynn-Janice Rule	July, '52	72m	June 28	1426	A	A-2	Good

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWS		Natl Groups	RATINGS		Herald Review
				(S) Synopsis Issue	Page		L. of D.		
Homesteaders, The (5323)	AA	Bill Elliott	Feb. 8, '53						
Horizons West (235) (color)	Univ.	Robert Ryan-Julia Adams	Oct., '52						
Hour of 13, The (309)	MGM	Peter Lawford-Dawn Addams	Nov., '52						
Hurricane Smith (color) (5204)	Para.	Yvonne De Carlo-John Ireland	Oct., '52						
I CONFESS (213)	WB	Montgomery Clift-Anne Baxter	Feb. 28, '53						
I Don't Care Girl, The (C) (302)	20th-Fox	Mitzi Gaynor-David Wayne	Jan., '53						
I Dream of Jeanie (color) (5106)	Rep.	Ray Middleton-Muriel Lawrence	June 1, '52						
I Love Melvin (color)	MGM	Donald O'Connor-Debbie Reynolds	Mar., '53						
I'll Get You (5206)	Lippert	George Raft-Sally Gray	Jan. 16, '53						
Importance of Being Earnest (C) (381) (Brit.)	U-I	Michael Redgrave-Joan Greenwood	Dec. 22, '52						
Invasion U.S.A. (513)	20th-Fox	Helene Carter-Arthur Franz	Mar., '53						
Iron Mistress, The (C) (206)*	Col.	Gerald Mohr-Peggie Castle	Dec., '52						
Island of Desire (C)	WB	Alan Ladd-Virginia Mayo	Nov. 22, '52						
Island Rescue (Brit.) (283)	UA	Linda Darnell-Jack Hunter	Aug. 4, '52						
It Grows on Trees (303)	Univ.	David Niven-Glynis Johns	June, '52						
It's in the Bag	Univ.	Irene Dunne-Dean Jagger	Nov., '52						
Ivanhoe (color) (307)*	UA	Fred Allen-Jack Benny	Sept. 5, '52						
Ivory Hunter (color) (Brit.)	MGM	Robert Taylor-Elizabeth Taylor	Feb. 20, '53						
	Univ.	Anthony Steel-Dinah Sheridan	June, '52						
JALOPY (5318)	AA	Bowery Boys	Mar. 1, '53						
Jamaica Run (C)	Para.	Ray Milland-Arlene Dahl	May, '53						
Jazz Singer, The (color) (212)	WB	Danny Thomas-Peggy Lee	Feb. 14, '53						
Jeopardy (317)	MGM	Barbara Stanwyck-Barry Sullivan	Feb., '53						
Jumping Jacks (5121)*	Para.	Dean Martin-Jerry Lewis	July, '52						
Junction City (486)	Col.	Charles Starrett-Smiley Burnette	July, '52						
Jungle, The (5112)	Lippert	Rod Cameron-Cesar Romero	Aug. 1, '52						
Jungle Girl (5208)	AA	Johnny Sheffield	Dec. 7, '52						
Just Across the Street (223)	Univ.	Ann Sheridan-John Lund	June, '52						
Just for You (color) (5201)*	Para.	Bing Crosby-Jane Wyman	Sept., '52						
KANGAROO (color) (217)*	20th-Fox	Peter Lawford-Maureen O'Hara	June, '52						
Kansas City Confidential	UA	John Payne-Coleen Gray	Jan. 16, '53						
Kansas Pacific (5302) (color)	AA	Sterling Hayden-Eve Miller	Feb. 22, '53						
Kid from Broken Gun (481)	Col.	Charles Starrett-Smiley Burnette	Aug., '52						
LADY in the Iron Mask (218) (C)	20th-Fox	Louis Hayward-Patricia Medina	July, '52						
Lady Wants Mink (color)	Rep.	Ruth Hussey-Dennis O'Keefe	Mar. 5, '53						
Last of the Comanches (C) (511)	Col.	Broderick Crawford-Barbara Hale	Feb., '53						
Last Train from Bombay (504)	Col.	Jon Hall-Lisa Ferraday	Aug., '52						
Lawless Breed (color) (306)	Univ.	Rock Hudson-Julia Adams	Jan., '53						
Leave Her to Heaven (color) (255)	20th-Fox	Gene Tierney-Cornel Wilde	June, '52						
Leonardo Da Vinci (color)	Picture	Documentary	Jan. 1, '53						
Les Miserables (225)	20th-Fox	Michael Rennie-Debra Paget	Aug., '52						
Lili (color)	MGM	Leslie Caron-Mel Ferrer	Spec.						
Limelight	UA	Charles Chaplin-Claire Bloom	Feb. 6, '53						
Little World of Don Camillo (Ital.)	I.F.E.	Fernandel-Gino Cervi	Jan., '53						
Look Who's Laughing (381)	RKO	Lucille Ball-Edgar Bergen	Aug., '52						
Lost in Alaska (229)	Univ.	Abbott & Costello-Mitzi Green	Aug., '52						
Lovely to Look At (color) (237)*	MGM	Kathryn Grayson-Howard Keel	July, '52						
Lure of the Wilderness (227) (C)	20th-Fox	Jean Peters-Jeffrey Hunter	Sept., '52						
Lusty Men, The (304)	RKO	Susan Hayward-Robert Mitchum	Oct., '52						
Luxury Girls	UA	Susan Stephen	Jan. 30, '53						
Lydia Bailey (color) (219)	20th-Fox	Anne Francis-Dale Robertson	June, '52						
MA AND PA Kettle on Vacation (314)	Univ.	Marjorie Main-Percy Kilbride	Apr., '53						
Magic Box, The (Brit.) (C) Mayer-Kingsley	Univ.	Robert Donat	Sept. 24, '52						
Magnetic Monster, The	UA	Richard Carlson-Jean Byron	Feb. 18, '53						
Man Behind the Gun (C) (211)	WB	Randolph Scott-Patricia Wymore	Jan. 31, '53						
Man on a Tightrope (315)	20th-Fox	Fredric March-Terry Moore	Apr., '53						
Man with the Grey Glove (Ital.)	IFE	Annette Bach-Mario Del Monaco	Jan., '53						
Marksmen, The (5333)	AA	Wayne Morris	Apr. 5, '53						
Marshal of Cedar Rock (5241)	Rep.	Allan Rocky Lane	Feb. 1, '53						
Maverick, The (5322)	AA	Bill Elliott	Dec. 14, '52						
Meet Me at the Fair (C) (307)	Univ.	Dan Dailey-Diana Lynn	Jan., '53						
Member of the Wedding (521)	Col.	Ethel Waters-Julie Harris	Mar. 6, '53						
Merry Widow, The (color)* (301)	MGM	Lana Turner-Fernando Lamas	Sept., '52						
Merry Wives of Windsor (Ger.)	Central	Sonja Ziemann-Paul Esser	Sept. 20, '52						
Million Dollar Mermaid (C) (312)*	MGM	Esther Williams-Victor Mature	Dec., '52						
Miracle of Fatima (color) (203)*	WB	Gilbert Roland-Angela Clark	Oct. 11, '52						
Mississippi Gambler (color) (310)	Univ.	Tyrone Power-Piper Laurie	Feb., '53						
Mr. Walkie Talkie (5203)	Lippert	Joe Sawyer-William Tracy	Nov. 28, '52						
Monkey Business (230)	20th-Fox	Cary Grant-Marilyn Monroe	Sept., '52						
Monsoon (color)	UA	Ursula Thiess-Diana Douglas	Dec. 14, '52						
Montana Belle (color) (308)	RKO	Jane Russell-George Brent	Nov., '52						
Montana Incident (5253)	Mono.	Whip Wilson	Aug. 10, '52						
Montana Territory (color) (438)	Col.	Lon McCallister-Wanda Hendrix	June, '52						
Moulin Rouge (C)	UA	Jose Ferrer-Collette Marchand	Mar., '53						
My Cousin Rachel (301)*	20th-Fox	Olivia de Havilland-Richard Burton	Jan., '53						
My Man and I (303)	MGM	Shelley Winters-Wendell Corey	Sept., '52						
My Pal Gus (233)	20th-Fox	Richard Widmark-Joanne Dru	Dec., '52						
My Wife's Best Friend (231)	20th-Fox	Anne Baxter-Macdonald Carey	Oct., '52						
NAKED Spur, The (color) (318)	MGM	James Stewart-Janet Leigh	Feb., '53						
Never Let Me Go	MGM	Clark Gable-Gene Tierney	Apr., '53						
Never Wave at a Wac	RKO	Rosalind Russell-Paul Douglas	Jan. 28, '53						
Niagara (color) (306)	20th-Fox	Marilyn Monroe-Joseph Cotten	Feb., '53						
Night Without Sleep (235)	20th-Fox	Gary Merrill-Linda Darnell	Nov., '52						
Night Without Stars	RKO	David Farrar-Nadia Gray	Mar. 6, '53						
No Holds Barred (5214)	AA	Leo Gorcey	Nov. 23, '52						

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED		Nat'l Groups	RATINGS	
				(S) = synopsis	Page		L. of D.	Herald Review
No Time for Flowers (313)	RKO	Viveca Lindfors-Paul Christian	Jan. 31, '53	83m	Dec. 6	1629	AY	A-2 Good
O. HENRY's Full House (228)	20th-Fox	All Star Cast	Sept., '52	111m	Aug. 23	1501	AY	A-2 Excellent
Of Love and Bandits (Ital.)	I.F.E.	Amedeo Nazzari	Jan., '53	98m	Jan. 24	1694		C Fair
Off Limits (5216)	Para.	Bob Hope-Marilyn Maxwell	Apr., '53	89m	Feb. 7	1709		Excellent
Old Oklahoma Plains (5144)	Rep.	Rex Allen	July 25, '52	60m	Aug. 23	1503	AYC	A-1 Good
Old Overland Trail (5146)	Rep.	Rex Allen	Feb. 25, '53	60m				
On Top of Old Smoky (5782)	Col.	Gene Autry	Mar., '53	59m	Feb. 14	(S) 1718		
One Minute to Zero (301)	RKO	Robert Mitchum-Ann Blyth	Aug., '52	105m	July 19	1454	AY	A-1 Good
Operation Secret (205)	WB	Cornel Wilde-Phyllis Thaxter	Nov. 8, '52	108m	Oct. 11	1558	AY	B Very Good
Outcast of the Islands (Brit.)	UA	Trevor Howard-Ralph Richardson	July 11, '52	93m	May 17	1366	A	B Good
Outpost in Malaya (Brit.)	UA	Claudette Colbert-Jack Hawkins	Nov. 21, '52	88m	Nov. 15	1606	AY	A-2 Good
Overland Trail Riders	Rep.	Rex Allen	Not Set		Jan. 10	(S) 1679		
PAOLO & Francesca (Ital.)	I.F.E.	Odile Versois-Andrea Checchi	Feb. 13, '53	92m	Feb. 14	1718		Average
Park Row	UA	Gene Evans-Mary Welch	Aug. 12, '52	83m	Aug. 9	1477	AY	A-2 Good
Pat and Mike* (235)	MGM	Spencer Tracy-Katharine Hepburn	June, '52	95m	May 17	1365	AY	A-2 Excellent
Pathfinder, The (color) (516)	Col.	George Montgomery-Helena Carter	Jan., '53	78m	Dec. 20	1646	AY	A-1 Good
Paula (436)	Col.	Loretta Young-Kent Smith	June, '52	80m	May 17	1366	AY	A-2 Good
Perils of the Jungle (5214)	Lippert	Clyde Beatty (reissue)	Mar. 20, '53	63m				
Peter Pan (color)	RKO	All Cartoon Feature	Feb. 5, '53	76 1/2m	Jan. 17	1685		A-1 Excellent
Pickup on South Street	20th-Fox	Richard Widmark-Jean Peters	Not Set		Feb. 14	(S) 1718		
Pirate Submarine (5110)	Lippert	Special Cast	July 18, '52	69m	Aug. 9	(S) 1479		A-1
Pleasure Island (5215) (color)	Para.	Don Taylor-Leo Genn	Apr., '53		Nov. 15	(S) 1607		
Plymouth Adventure (color) (310)*	MGM	Spencer Tracy-Gene Tierney	Nov., '52	104m	Oct. 25	1581	AYC	A-2 Excellent
Pony Express (color) (5217)	Para.	Charlton Heston-Rhonda Fleming	May, '53					
Pony Soldier (C) (237)	20th-Fox	Tyrone Power-Cameron Mitchell	Nov., '52	82m	Nov. 8	1597	AYC	A-1 Excellent
Port Sinister	RKO	James Warren	Apr. 10, '53					
President's Lady, The (312)	20th-Fox	Susan Hayward-Charlton Heston	Apr., '53		Jan. 24	(S) 1694		
Prince of Pirates (color) (524)	Col.	John Derek	Mar., '53	80m	Feb. 7	1710		B Good
Prisoner of Zenda (color) (308)*	MGM	Stewart Granger-Deborah Kerr	Nov., '52	101m	Oct. 18	1565	AYC	A-1 Very Good
Promoter, The (Brit.) (285)	Univ.	Alec Guinness-Valerie Hobson	Oct. 28, '52	88m	Oct. 25	1581	AY	A-1 Excellent
QUIET Man, The (color)* (5108)	Rep.	John Wayne-Maureen O'Hara	Not Set	129m	May 17	1365	AY	A-2 Superior
Quo Vadis (color)* (218)	MGM	Robert Taylor-Deborah Kerr	Spec.	168m	Nov. 24	1118	AY	A-1 Superior
RAIDERS, The (C) (301)	Univ.	Richard Conte-Viveca Lindfors	Nov., '52	80m	Oct. 11	1558	AY	A-2 Very Good
Rainbow 'Round My Shoulder (C) (503)	Col.	Frankie Laine-Billy Daniels	Sept., '52	78m	Aug. 9	1477	AY	A-1 Good
Rains Came, The (256)	20th-Fox	Myrna Loy-Tyrone Power	(reissue) June, '52	95m	Sept. 8, '39			
Red River	UA	John Wayne-M. Cliff	(reissue) June 6, '52	125m	July 17, '48			Excellent
Red Shoes, The (color) (Brit.)	UA	Maira Shearer-Anton Walbrook	June 13, '52	133m	Oct. 23, '48	4357	AY	Excellent
Red Snow (439)	Col.	Guy Madison-Ray Mala	July, '52	75m	June 21	1418	AY	Good
Redhead from Wyoming (color) (309)	Univ.	Maureen O'Hara-Alex Nicol	Jan., '53	80m	Dec. 20	1645	AY	A-2 Good
Ride the Man Down (color) (5202)	Rep.	Brian Donlevy-Forest Tucker	Jan. 1, '53	90m	Nov. 1	1590	AYC	A-1 Good
Ring, The	UA	Gerard Mohr-Rita Moreno	Sept. 26, '52	79m	Aug. 30	1510	AY	A-2 Good
Road to Bali (color) (5209)*	Para.	Bing Crosby-Bob Hope	Jan., '53	90m	Nov. 22	1613	AYC	A-2 Excellent
Robin Hood (see Story of Robin Hood)								
Rogue's March (320)	MGM	Peter Lawford-Janice Rule	Feb., '53	84m	Jan. 3	1669		A-1 Very Good
Rose Bowl Story, The (C) (5204)	Mono.	Marshall Thompson-Vera Miles	Aug. 24, '52	73m	Aug. 30	1509		A-1 Excellent
Rough Tough West (487)	Col.	Charles Starrett-Smilely Burnette	June, '52	54m	June 28	1427	AYC	A-1 Good
Ruby Gentry (303)	20th-Fox	Jennifer Jones-Charlton Heston	Jan., '53	82m	Dec. 27	1662	A	B Good
SALLY and Saint Anne (225)	Univ.	Ann Blyth-Edmund Gwenn	July, '52	90m	June 28	1426	AYC	A-1 Very Good
Salome (color) (545)	Col.	Rita Hayworth-Stewart Granger	Not Set					
San Antonio (5203)	Rep.	Rod Cameron-Arlene Whelan	Feb. 15, '53	90m				
Savage, The (color) (5206)	Para.	Charlton Heston-Susan Morrow	Nov., '52	95m	Sept. 20	1534	AYC	A-1 Good
Savage Mutiny (539)	Col.	Johnny Weissmuller	Mar., '53	73m	Jan. 17	1687		A-1 Fair
Scaramouche (C) (236)*	MGM	Stewart Granger-Janet Leigh	June, '52	115m	May 17	1365	AYC	A-2 Excellent
Scared Stiff	Para.	Martin & Lewis-Lizabeth Scott	Not Set		Jan. 10	(S) 1679		
Scarlet Angel (C) (222)	Univ.	Yvonne De Carlo-Rock Hudson	June, '52	81m	May 31	1382	A	B Good
Scotland Yard Inspector (5202)	Lippert	Cesar Romero-Lois Maxwell	Oct. 31, '52	73m	Nov. 29	1623		Fair
Sea Around Us, The (color)	RKO	Documentary	Apr. 22, '53	61m	Jan. 17	1686		Very Good
Sea Tiger (5218)	Mono.	John Archer-Marguerite Chapman	July 27, '52	71m	Aug. 30	1510		A-2 Good
Secret Flight (Brit.)	Univ.	Ralph Richardson-Raymond Huntley	Aug., '52	74m	July 12	1442		Good
Secret People (Brit.) (5116)	Lippert	Valentina Cortese-Audrey Hepburn	Aug. 29, '52	87m	Aug. 30	1510		A-2 Fair
See How They Run	MGM	Dorothy Dandridge-Robert Horton	Apr., '53		Jan. 24	(S) 1694		
Seminole (color) (313)	Univ.	Rock Hudson-Barbara Hale	Mar., '53	86m	Dec. 20	(S) 1647		
Shane (color)	Para.	Alan Ladd-Jean Arthur	Not Set		Apr. 19	(S) 1323		
She's Back on Broadway (color) (214)	WB	Virginia Mayo-Gene Nelson	Mar. 14, '53	95m	Jan. 24	1693		Good
She's Working Her Way Through College (C) (128)*	WB	Virginia Mayo-Ronald Reagan	July 12, '52	101m	June 7	1389	AY	B Very Good
Silver Whip (309)	20th-Fox	Rory Calhoun-Dale Robertson	Feb., '53	73m	Feb. 7	1710		A-1 Good
Sky Full of Moon (311)	MGM	Carleton Carpenter-Jan Sterling	Dec., '52	73m	Nov. 8	1597	AY	A-2 Fair
Small Town Girl (color)	MGM	Jane Powell-Farley Granger	Apr., '53		Nov. 29	(S) 1623		
Snows of Kilimanjaro (color)	20th-Fox	Gregory Peck-Susan Hayward	(Spec.)	114m	Sept. 20	1533	AY	B Excellent
Sombrero (color)	MGM	Ricardo Montalban-Cyd Charisse	Not Set		Nov. 29	(S) 1623		
Somebody Loves Me (color) (5203)	Para.	Betty Hutton-Ralph Meeker	Oct., '52	97m	Aug. 23	1501	AY	A-2 Very Good
Something for the Birds (238)	20th-Fox	Victor Mature-Patricia Neal	Oct., '52	81m	Oct. 11	1558	AY	A-1 Good
Son of Ali Baba (color) (231)	Univ.	Tony Curtis-Piper Laurie	Sept., '52	75m	Aug. 23	1502	AYC	A-2 Good
Son of Paleface (color) (5124)*	Para.	Bob Hope-Jane Russell	Aug., '52	104m	July 19	1453	AY	B Excellent
Son of the Renegade	UA	John Carpenter-Lori Irving	Mar. 27, '53					A-1
South Pacific Trail (5145)	Rep.	Rex Allen	Oct. 20, '52	60m	Nov. 15	1606	AYC	A-2 Fair
Springfield Rifle (C) (204)	WB	Gary Cooper-Phyllis Thaxter	Oct. 25, '52	93m	Oct. 4	1555	AY	A-1 Good
Stalag 17	Para.	William Holden-Don Taylor	Not Set		Jan. 10	(S) 1679		
Star, The (316)	20th-Fox	Bette Davis-Sterling Hayden	Mar., '53	89m	Dec. 27	1661		B Excellent
Star of Texas (5332)	AA	Wayne Morris	Jan. 11, '53	68m	Jan. 17	1686		Excellent
Stars and Stripes Forever (C) (239)*	20th-Fox	Clifton Webb-Ruth Hussey	Dec., '52	89m	Nov. 22	1613	AYC	A-1 Very Good
Stars Are Singing, The (color) (5214)	Para.	Rosemary Clooney-Lauritz Melchior	Mar., '53	99m	Jan. 31	1701		A-1 Very Good
Steel Trap (232)	20th-Fox	Joseph Cotten-Teresa Wright	Nov., '52	85m	Oct. 25	1582	AY	A-2 Fair
Stolen Face (5109)	Lippert	Paul Henreid-Lizabeth Scott	June 16, '52	71m	June 7	1389		B Good
Stooge, The (5212)	Para.	Dean Martin-Jerry Lewis	Feb., '53	100m	Oct. 11	1557		A-1 Excellent

TITLE—Production Number—Company	Stars	Release Date	Running Time	REVIEWED (S) = synopsis		Nat'l Groups	RATINGS		Herald Review
				Issue	Page		L. of D.		
Stop, You're Killing Me (210) (C)	WB	Broderick Crawford-Claire Trevor	Jan. 17, '53	86m	Dec. 13	1637		A-2	Very Good
Storm Over Tibet (416)	Col.	Diana Douglas-Rex Reason	July, '52	87m	Dec. 29	1169	AY	B	Good
Story of Robin Hood (C) (391)*	Disney-RKO	Richard Todd-Joan Rice	July, '52	84m	Dec. 22	1289	AYC	A-1	Very Good
Story of Three Loves, The (color)	MGM	Leslie Caron-Pier Angeli	Spec.					A-2	
Story of Will Rogers (color) (129)*	WB	Jane Wyman-Will Rogers, Jr.	July 26, '52	109m	July 19	1453	AYC	A-1	Excellent
Strange Fascination (505)	Col.	Hugo Haas-Cleo Moore	Dec., '52	80m	Oct. 4	1550	A	B	Fair
Strange Ones, The (Fr.)	Mayer-Kingsley	Nicole Stephane-Edouard Dermithé	Aug., '52	95m	Aug. 9	1477			Good
Stranger in Between, The (Brit.) (284)	Univ.	Dirk Bogarde-Elizabeth Sellars	Aug., '52	84m	Aug. 23	1502	AY	A-2	Very Good
Sudden Fear (362)*	RKO	Joan Crawford-Jack Palance	Aug., '52	110m	July 26	1461	A	A-2	Good
Sword of Venus	RKO	Robert Clarke-Catherine McLeod	Feb. 20, '53	73m	Jan. 17	1687		A-2	Average
TALL Texan, The (5207)	Lippert	Lloyd Bridges-Marie Windsor	Feb. 13, '53	84m	Feb. 14	1717			Good
Tales of Hoffmann (color) (Brit.)	UA	Moir Shearer-Robert Helpmann	June 13, '52	138m	Apr. 7, '51	793	AY	A-2	Excellent
Tangier Incident (5316)	AA	George Brent-Mari Aldon	Feb. 1, '53	77m				A-1	
Target Hong Kong (517)	Col.	Richard Denning-Nancy Gates	Feb., '53	66m	Dec. 20	1646		A-2	Fair
Taxi (305)	20th-Fox	Dan Dailey-Constance Smith	Mar., '53	77m	Jan. 17	1685		A-1	Excellent
Thief, The	UA	Ray Milland-Rita Gam	Oct. 10, '52	85m	Sept. 27	1511	AY	A-2	Excellent
Thief of Venice (304)	20th-Fox	Maria Montez-Paul Christian	Jan., '53	91m	Nov. 15	1605	AY	A-2	Very Good
Three for Bedroom C (color) (124)	WB	Gloria Swanson-James Warren	June 21, '52	74m	May 31	1383	AYC	A-2	Fair
Three Sinners (French)	Sachsen	Fernandel-Line Noro	July, '52	84m	Aug. 2	1471			Average
Thunder in the East (5210)	Para.	Alan Ladd-Deborah Kerr	Jan., '53	98m	Nov. 1	1590	A	A-2	Fair
Thunderbirds (5201)	Rep.	John Derek-Mona Freeman	Nov. 27, '52	98m	Nov. 29	1622	AY	A-1	Very Good
Thundering Caravans (5173)	Rep.	Alan Rocky Lane	July 20, '52	54m	Aug. 2	1471		A-1	Good
Timber Wolf (5222)	AA	Kirby Grant	Jan. 4, '53	63m					
To the Shores of Tripoli (color) (257)	20th-Fox	John Payne-Maureen O'Hara	(reissue) July, '52	86m	Mar. 14, '42		AY	A-2	Excellent
Tonight We Sing (color) (310)	20th-Fox	David Wayne-Ezio Pinza	Apr., '53	109m	Jan. 31	1701		A-1	Excellent
Too Many Girls (382)	RKO	Lucille Ball-Desi Arnaz	(reissue) Aug., '52	85m	Oct. 12, '40				
Torpedo Alley (5308)	AA	Mark Stevens-Dorothy Malone	Jan. 25, '53	84m	Dec. 20	1646		A-1	Good
Toughest Man in Arizona (C) (5109)	Rep.	Vaughn Monroe-Joan Leslie	Oct. 10, '52	90m	Oct. 25	1582	AY		Good
Treasure of Golden Condor (C) (308)	20th-Fox	Cornel Wilde-Constance Smith	Feb., '53	93m	Jan. 24	1693		A-1	Good
Tromba, the Tiger Man (5201) (Ger.)	Lippert	Special Cast	Nov. 14, '52	63m	Nov. 22	1614		A-2	Fair
Tropic Zone (color) (5211)	Para.	Ronald Reagan-Rhonda Fleming	Jan., '53	94m	Dec. 13	1637	AY	A-2	Fair
Tropical Heat Wave (5216)	Rep.	Estelita-Robert Hutton	Oct. 1, '52	74m	Oct. 11	1559	AY	A-1	Good
Tulsa (color)	UA	Susan Hayward-R. Preston	(reissue) June 6, '52	90m	Mar. 19, '49				Excellent
Turning Point, The (5205)	Para.	William Holden-Alexis Smith	Nov., '52	85m	Sept. 20	1533	AY	A-2	Good
Two Cents Worth of Hope (Ital.)	Times	Mario Fiore-Vincenzo Musolino	Dec., '52	107m	Dec. 20	1647		B	Excellent
UNDER the Red Sea (305)	RKO	Documentary	Oct., '52	67m	Oct. 4	1549	AYC	A-1	Very Good
Untamed Frontier (color) (230)	Univ.	Joseph Cotten-Shelley Winters	Sept., '52	75m	July 19	1454	AY	A-2	Good
Untamed Women	UA	Lyle Talbot-Doris Herrick	Sept. 12, '52	70m	Aug. 23	1533		A-2	Fair
VOODOO-Tiger (518)	Col.	Johnny Weissmuller-Jean Byron	Nov., '52	67m	Nov. 1	1590	AY	B	Fair
WAC from Walla Walla (5123)	Rep.	Judy Canova-Stephen Dunne	Oct. 10, '52	83m	Oct. 25	1582	AYC	A-1	Good
Wagon Team (476)	Col.	Gene Autry	Sept., '52	61m	Sept. 13	1526	AY	A-1	Good
Wagons West (color) (5203)	Mono.	Peggie Castle-Rod Cameron	July 6, '52	70m	June 21	1418		A-1	Good
Wait 'Till the Sun Shines, Nellie (color) (220)	20th-Fox	Jean Peters-Hugh Marlowe	July, '52	108m	May 31	1381	AY	A-2	Excellent
Walk East on Beacon (426)*	Col.	George Murphy-Virginia Gilmore	July, '52	98m	Apr. 26	1329	AY	A-1	Very Good
War of the Worlds (C) (5218)	Para.	Gene Barry-A. Robinson	May '51		Jan. 10	(S) 1679			
Washington Story (238)	MGM	Van Johnson-Patricia Neal	July, '52	82m	June 28	1425	AY	A-1	Excellent
Way of a Gaucho (color) (229)	20th-Fox	Gene Tierney-Rory Calhoun	Oct., '52	91m	Oct. 4	1549	AY	A-2	Good
We're Not Married (221)	20th-Fox	Ginger Rogers-David Wayne	July, '52	85m	June 28	1425	AY	B	Excellent
What Price Glory (color) (226)	20th-Fox	James Cagney-Dan Dailey	Aug., '52	111m	Aug. 2	1469	AY	A-2	Excellent
Wherever She Goes (Australian)	Mayer-Kingsley	Eileen Joyce-Suzanne Parrett	Jan. 27, '53	80m	Feb. 7	1711			Fair
Where's Charley (color) (130)	WB	Ray Bolger-Allyn McLerie	Aug. 30, '52	97m	June 28	1425	AYC	A-1	Very Good
White Corridors (Brit.)	Fine Arts	Googie Withers-Godfrey Tearle	June 21, '52	102m	June 21	1418			Good
White Lightning (5326)	AA	Stanley Clements	Mar. 15, '53						
White Line, The (Ital.)	I.F.E.	Gina Lollobrigida-Raf Vallone	Jan. 12, '53	87m	Jan. 3	1669			Very Good
Wild Heart, The (274) (color)	RKO	Jennifer Jones-David Farrar	July, '52	82m	May 31	1382	A	B	Good
Willie & Joe Back at the Front (233)	Univ.	Tom Ewell-Harvey Lembeck	Oct., '52	87m	Oct. 4	1550	AYC	A-1	Very Good
Winning the West (571)	Col.	Gene Autry	Jan., '53	57m	Jan. 17	1687	AYC	A-1	Good
Winning Team, The (125)	WB	Doris Day-Ronald Reagan	June 28, '52	98m	May 24	1373	AYC	A-1	Excellent
Women of the North Country (5144) (formerly Minnesota) (color)	Rep.	Rod Cameron-Ruth Hussey	Sept. 5, '52	90m	Aug. 2	1470	AY	A-2	Good
Woman's Angle, The (Brit.)	Stratford	Edward Underdown-Kathy O'Donnell	Sept. 29, '52	90m					
World in His Arms, The (C) (227)*	Univ.	Gregory Peck-Ann Blyth	Aug., '52	104m	June 21	1417	AY	A-1	Excellent
Wyoming Roundup (5254)	AA	Whip Wilson	Nov. 9, '52	53m	July 12	(S) 1443			
YANKEE Buccaneer (234) (color)	Univ.	Jeff Chandler-Scott Brady	Oct., '52	86m	Sept. 13	1525	AY	A-1	Very Good
Yellow Sky, The (349)	20th-Fox	Gregory Peck-Anne Baxter (reissue)	Jan., '53	98m					
You for Me (240)	MGM	Peter Lawford-Jane Greer	Aug., '52	71m	July 26	1462	AY	B	Good
Young Men With Ideas (230)	MGM	Glenn Ford-Ruth Roman	May, '52	84m	Mar. 1	1254	AY	A-2	Fair
Young Wives Tale (Brit.)	Stratford	Audrey Hepburn-Nigel Patrick	June 9, '52	80m	Nov. 29	1623			Good
Yukon Gold (5221)	Mono.	Kirby Grant	Aug. 31, '52	62m	July 12	(S) 1442			

FEATURES LISTED BY COMPANIES — — PAGE 1725, ISSUE OF FEBRUARY 14, 1953
 SHORT SUBJECTS CHART APPEARS ON PAGES 1702-1703, ISSUE OF JANUARY 31, 1953

RELEASE CHART BY COMPANIES

Complete catalogue of features released during 12 months plus coming attractions

This Product Digest section — a regular service of MOTION PICTURE HERALD — lists all features in release from February, 1952, plus complete coming attractions. Titles are arranged in order of release dates. Advance dates are subject to change. Running times are the official times supplied by the distributor.

For index to reviews, synopses and ratings see the alphabetical Release Chart in the weekly Product Digest.

(R) designates a reissue. (C) designates color.

ALLIED ARTISTS

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5301	Battle Zone	Oct. 26 '52	John Hodiak, Linda Christian	82	Drama
5324	Wyoming Roundup	Nov. 9 '52	Whip Wilson	53	Western
5214	No Holds Barred	Nov. 23 '52	Bowery Boys	66	Comedy
5201	Flat Top (C)	Nov. 30 '52	Sterling Hayden, Richard Carlson	85	Drama
5208	Jungle Girl	Dec. 7 '52	Johnny Sheffield	70	Western
5322	The Maverick	Dec. 14 '52	Bill Elliott	71	Western
5202	Hiawatha (C)	Dec. 28 '52	Vincent Edwards, Yvette Duguay	80	Drama
5222	Timber Wolf	Jan. 4 '53	Kirby Grant	63	Adventure
5322	Star of Texas	Jan. 11 '53	Wayne Morris	68	Western
5308	Torpedo Alley	Jan. 25 '53	Mark Stevens, Dorothy Malone	84	Drama
5316	Tanquer Incident	Feb. 1 '53	George Brent, Mari Aldon	77	Melodrama
5323	The Homesteaders	Feb. 8 '53	Bill Elliott	77	Western
5302	Kansas Pacific (C)	Feb. 22 '53	Sterling Hayden, Eve Miller	77	Western
5318	Jalopy	Mar. 1 '53	Bowery Boys	66	Comedy
5326	White Lightning	Mar. 15 '53	Stanley Clements	70	Western
5303	Fort Vengeance (C)	Mar. 29 '53	James Craig, Rita Moreno	70	Western
5333	The Marksman	Apr. 5 '53	Wayne Morris	70	Western
5310	Cow Country	Apr. 26 '53	Edmond O'Brien, Helen Westcott	70	Western
5309	Son of Belle Star (C)	May 31 '53	Keith Larsen, Peggie Castle	70	Western
5311	Roar of the Crowd (C)	June 24 '53	Howard Duff, Helene Stanley	70	Drama

Monogram

5251	Night Raiders	Feb. 3 '52	Whip Wilson	52	Western
5102	Fort Osage (C)	Feb. 10 '52	Rod Cameron, Jane Nigh	72	Western
5299	Aladdin and His Lamp (C)	Feb. 24 '52	Patricia Medina, John Sands	67	Drama
5224	Waco	Feb. 24 '52	Wild Bill Elliott	68	Western
5104	Rodeo (C)	Mar. 9 '52	Jane Nigh, John Archer	70	Western
5211	Hold That Line	Mar. 23 '52	Bowery Boys	64	Melodrama
5242	Man from the Black Hills	Mar. 30 '52	Johnny Mack Brown, Jimmy Ellison	87	Western

(Continued in column 2)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5215	Jet Job	Apr. 6 '52	Stanley Clements	63	Western
5252	Gunman, The	Apr. 21 '52	Whip Wilson, Fuzzy Night	52	Western
5209	Desert Parout	May 11 '52	Wayne Morris	71	Adventure
5205	Wild Stallion	May 12 '52	Ben Johnson, Edgar Buchanan	70	Western
5225	Kansas Territory	May 20 '52	Bill Elliott	65	Western
5207	African Treasure	June 8 '52	Johnny Sheffield, Laurette Luez	70	Adventure
5220	Gold Fever	June 15 '52	John Calvert, Ralph Morgan	63	Melodrama
5212	Here Comes the Marines	June 29 '52	Leo Gorcey, Huntz Hall	66	Comedy
5203	Wagons West (C)	July 6 '52	Peggie Castle, Rod Cameron	70	Western
5218	Sea Tiger	July 27 '52	John Archer, Marguerite Chapman	71	Melodrama
5253	Montana Incident	Aug. 10 '52	Whip Wilson	54	Western
5204	Rose Bowl Story, The (C)	Aug. 24 '52	Marshall Thompson, Vera Miles	73	Drama
5221	Yukon Gold	Aug. 31 '52	Kirby Grant	62	Adventure
5226	Fargo	Sept. 7 '52	Bill Elliott, Phyllis Coates	69	Western
5243	Dead Man's Trail	Sept. 21 '52	Johnny Mack Brown	55	Western
5213	Feddin' Fools	Sept. 21 '52	Leo Gorcey, Huntz Hall	63	Comedy
5216	Army Bound	Oct. 5 '52	Stanley Clements, Karen Sharpe	61	Western
5244	Canyon Ambush	Oct. 12 '52	Johnny Mack Brown	53	Western
5210	Arctic Flight	Oct. 19 '52	Wayne Morris, Alan Hale, Jr.	78	Melodrama

Stratford

(All British)

Man on the Run	Feb. 26 '52	Derek Farr, Jean Hopkins	82	Melodrama
You Can't Beat the Irish	Mar. 17 '52	Jack Warner, Michael Dolan	82	Comedy
Franchise Affair, The	Apr. 1 '52	Michael Denison, Dalcie Gray	95	Mystery
Young Wives Tale	June 9 '52	Audrey Hepburn, Nigel Patrick	80	Comedy
Woman's Angle, The	Sept. 29 '52	E. Underdown, Kathy O'Donnell	90	Drama
Castle in the Air	Dec. 26 '52	David Tomlinson, Helen Cherry	92	Comedy

COLUMBIA

423	Death of a Salesman	Feb. '52	Fredric March, Mildred Dunnock	111	Drama
424	First Time, The	Feb. '52	Robert Cummings, Barbara Hale	89	Comedy
422	Harem Girl, The	Feb. '52	Joan Davis, Paul Marion	70	Comedy
482	Hawk of Wild River, The	Feb. '52	Charles Starrett, Smiley Burnette	54	Western
418(R)	Konga, the Wild Stallion	Feb. '52	Fred Stone, Rochelle Hudson	65	Western
429	Jungle Jim in the Forbidden Land	Mar. '52	Johnny Weissmuller, Angela Greene	65	Adventure
439	My Six Convicts	Mar. '52	John Beal, Gilbert Roland	104	Drama
475	Night Stage to Galveston	Mar. '52	Gene Autry	61	Western
432	Okinawa	Mar. '52	Pat O'Brien, Richard Denning	67	Drama
415	Scandal Sheet	Mar. '52	Broderick Crawford, Donna Reed	82	Drama

(Continued on following page, column 1)

COLUMBIA (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
485	Laramie Mountains	Apr. '52	Charles Starrett, Smiley Burnette	53	Western
425	Marrying Kind, The	Apr. '52	Judy Holliday, Aldo Ray	93	Comedy
427	Thief of Damascus (C)	Apr. '52	Paul Henreid, Jeff Donnell	78	Drama
471	Apache Country	May '52	Gene Autry	62	Western
434	Sniper, The	May '52	Adolphe Menjou, Arthur Franz	87	Melodrama
428	Sound Off (C)	May '52	Mickey Rooney, Ann James	83	Musidrama
435	Yank in Indo-China, A	May '52	John Archer	67	Western
441	Brave Warrior (C)	June '52	Jon Hall, Christine Larsen	73	Western
438	Montana Territory (C)	June '52	Lon McCallister, Wanda Hendrix	64	Western
436	Paula	June '52	Loretta Young, Kent Smith	80	Drama
487	Rough, Tough West	June '52	Charles Starrett, Smiley Burnette	54	Western
426	Walk East On Beacon	June '52	George Murphy, Virginia Gilmore	98	Drama
474	Barbed Wire	July '52	Gene Autry	61	Western
477	Brigand, The (C)	July '52	Anthony Dexter, Judy Lawrence	94	Adventure
430	California Conquest (C)	July '52	Cornel Wilde, Teresa Wright	79	Drama
442	Cripple Creek (C)	July '52	George Montgomery	78	Western
486	Junction City	July '52	Charles Starrett, Smiley Burnette	54	Western
439	Red Snow	July '52	Guy Madison, Ray Mala	75	Adventure
416	Storm Over Tibet	July '52	Diana Douglas, Rex Reason	87	Adventure
421	Captain Pirate (C)	Aug. '52	Louis Hayward, Patricia Medina	85	Adventure
509	Clouded Yellow, The (Brit.)	Aug. '52	Jean Simmons, Trevor Howard	89	Drama
481	Kid from Broken Gun, The	Aug. '52	Charles Starrett	56	Western
504	Last Train from Bombay	Aug. '52	Jon Hall, Lisa Ferraday	72	Melodrama
501	Rainbow 'Round My Shoulder (C)	Sept. '52	Rita Hayworth, Glenn Ford	98	Melodrama
503	Wagon Team	Sept. '52	Frankie Lane, Billy Daniels	78	Musical
476	Assignment-Paris	Oct. '52	Dana Andrews, Maria Foren	85	Drama
508	Golden Hawk, The (C)	Oct. '52	Sterling Hayden, Rhonda Fleming	83	Drama
4782	Blue Canadian Rockies	Nov. '52	Gene Autry, Pat Buttram	58	Western
512	Hangman's Knot (C)	Nov. '52	Randolph Scott, Donna Reed	84	Western
514(R)	Ladies of the Chorus	Nov. '52	Marilyn Monroe, Adele Jergens	61	Musical
518	Voodoo Tiger	Nov. '52	Johnny Weissmuller, Jean Byron	67	Adventure
515	Eight Iron Men	Dec. '52	Bonar Colleano, Arthur Franz	80	Drama
506	The Happy Time	Dec. '52	Charles Boyer, Louis Jourdan	94	Comedy
513	Invasion, U.S.A.	Dec. '52	Gerald Mohr, Peggie Castle	74	Drama
505	Strange Fascination	Dec. '52	Hugo Haas, Cleo Moore	80	Drama
519	The Four Poster	Jan. '53	Rex Harrison, Lilli Palmer	103	Drama
516	The Pathfinder (C)	Jan. '53	George Montgomery, Helena Carter	78	Drama
571	Winning of the West	Jan. '53	Gene Autry	57	Western
511	Last of the Comanches (C)	Feb. '53	Broderick Crawford, Barbara Hale	85	Drama
517	Target-Hongkong	Feb. '53	Richard Denning, Nancy Gates	66	Drama
534	All Ashore (C)	Mar. '53	Mickey Rooney, Dick Haymes	80	Musical
521	Five Angles on Murder (Brit.)	Mar. '53	Jean Kent, Dirk Bogarde	88	Melodrama
5782	Member of the Wedding	Mar. '53	Julie Harris, Ethel Waters	91	Drama
524	On Top of Old Smoky	Mar. '53	Gene Autry	59	Western
524	Prince of Pirates (C)	Mar. '53	John Derek, Barbara Rush	80	Adventure
539	Savage Mutiny	Mar. '53	Johnny Weissmuller	73	Adventure

.....	Affairs of Messaline (Fr. Ital.)	Maria Felix	Drama
.....	Conquest of Cochise (C)	John Hodiak, Robert Stack	Western
.....	Cruisin' Down the River (C)	Frankie Lane	Musical
.....	5000 Fingers of Dr. T (C)	Peter Lind Hayes, Mary Healy	Fantasy
.....	Flame of Calcutta (C)	Denise Daryl, Patric Knowles	Melodrama
.....	49 Men	John Ireland, Richard Denning	Drama
.....	Glass Wall, The	Vittorio Gassman, Gloria Grahame	Drama
.....	Juggler, The	Kirk Douglas, Milly Vitale	Drama
.....	Let's Do It Again (C)	Jane Wyman, Ray Milland	Musical

MGM (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
301	Merry Widow, The (C)	Sept. '52	Lana Turner, Fernando Lamas	103	Musical
302	Devil Makes Three, The	Sept. '52	Gene Kelly, Pier Angel	96	Drama
303	My Man and I	Sept. '52	Shelley Winters, Wendell Corey	99	Drama
304	Because You're Mine (C)	Oct. '52	Mario Lanza, Doretta Morrow	103	Musical
305	Apache War Smoke	Oct. '52	Gilbert Roland, Glenda Farrell	87	Western
306	Everything I Have Is Yours (C)	Oct. '52	The Champions, D. O'Keefe	92	Musical
308	Prisoner of Zenda (C)	Nov. '52	Stewart Granger, Deborah Kerr	101	Drama
309	Hour of 13, The	Nov. '52	Peter Lawford, Dawn Addams	89	Drama
310	Plymouth Adventure (C)	Nov. '52	Spencer Tracy, Gene Tierney	105	Drama
311	Sky Full of Moon	Dec. '52	Carleton Carpenter, Jan Sterling	75	Musical
312	Million Dollar Mermaid (C)	Dec. '52	Esther Williams, Victor Mature	115	Musidrama
313	Above and Beyond	Jan. '53	Robert Taylor, Eleanor Parker	122	Drama
314	Desperate Search, The	Jan. '53	Howard Keel, Betsy Gray	71	Musical
315	Band and the Beautiful, The	Jan. '53	Lana Turner, Kirk Douglas	118	Drama
316	Clovn, The	Jan. '53	Red Skelton, Tim Considine	92	Comedy
319	Hoaxers, The	Jan. 30 '53	Guest Narrators	36	Docu'try
307	Ivanhoe (C)	Feb. 20 '53	Robert Taylor, Elizabeth Taylor	106	Drama
317	Jeopardy	Feb. '53	Barbara Stanwyck, Barry Sullivan	69	Drama
318	Naked Spur (C)	Feb. '53	James Stewart, Janet Leigh	94	Drama
320	Rogue's March	Feb. '53	Peter Lawford, Janice Rule	84	Drama
.....	I Love Melvin (C)	Mar. '53	Donald O'Connor, Debbie Reynolds	77	Musical
.....	Confidentially Connie	Mar. '53	Janet Leigh, Van Johnson	71	Comedy
.....	Dream Wife	Mar. '53	Cary Grant, Deborah Kerr	90	Drama
.....	Battle Circus	Apr. '53	Humphrey Bogart, June Allison	90	Drama
.....	Never Let Me Go	Apr. '53	Clark Gable, Gene Tierney	90	Drama
.....	See How They Run	Apr. '53	Robert Horton, Dorothy Dandridge	75	Drama
.....	Small Town Girl (C)	Apr. '53	Jane Powell, Farley Granger	75	Musical
.....	Lili (C)	Special	Leslie Caron, Mel Ferrer	168	Drama
.....	Quo Vadis (C)	Special	Robert Taylor, Deborah Kerr	168	Drama
218	Story of Three Loves, The (C)	Special	Pier Angel, Leslie Caron, Moira Shearer	Drama

.....	Band Wagon (C)	Fred Astaire, Cyd Charisse	Musical
.....	Code Two	Sally Forrest, Ralph Meeker	Drama
.....	Cry of the Hunted	Vittorio Gassman, Polly Bergen	Melodrama
.....	Dangerous When Wet	Esther Williams, Fernando Lamas	Musical
.....	Fame and Fortune	Spencer Tracy, Jenn Simmons	Drama
.....	Fast Company	Howard Keel, Nina Foch	Melodrama
.....	Girl Who Had Everything (C)	Elizabeth Taylor, Fernando Lamas	Drama
.....	Give a Girl a Break (C)	Marge & Gower Champion	Musical
.....	Invitation to the Dance (C)	Gene Kelly, Tamara Toumanova	Musical
.....	Julius Caesar	Mason, Garson, Kerr, Brando, Calhern	Drama
.....	Latin Lovers (C)	Lana Turner, Ricardo Montalban	Drama
.....	Main St. to Broadway	All Star	Drama
.....	Remains to Be Seen	June Allyson, Van Johnson	Drama
.....	Scandal at Scourie (C)	Greer Garson, Walter Pidgeon	Comedy
.....	Slight Case of Larceny, A	Mickey Rooney, Eddie Bracken	Drama
.....	Sombrero (C)	Ricardo Montalban, Cyd Charisse	Drama
.....	Time Bomb	Glenn Ford, Anne Vernon	Drama
.....	Vaquero (C)	Ava Gardner, Robert Taylor, H. Keel	Drama
.....	Young Bess (C)	Stewart Granger, Deborah Kerr	Drama

MONOGRAM

(See listing under Allied Artists)

COLUMBIA (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
528	One Girl's Confession.....	Feb. 15 '52	Hugo Haas, Cleo Moore.....	73	Drama
529	Pack Train.....	Mar. '52	Gene Autry.....	70	Western
530	Posse.....	Mar. '52	Broderick Crawford.....	72	Western
531	Prisoners of the Casbah (C).....	Apr. 1 '52	Gloria Grahame, Cesar Romero.....	73	Drama
532	Red Beret (C).....	Apr. 25 '52	Alan Ladd, Leo Genn.....	83	Drama
533	Saginaw Trail.....	May 23 '52	Gene Autry.....	79	Western
534	Salome (C).....	June 2 '52	Rita Hayworth, Stewart Granger.....	75	Drama
535	Serpent of the Nile.....	June 16 '52	Rhonda Fleming.....	71	Drama
536	Slaves of Babylon (C).....	July 18 '52	Richard Conte, Linda Christian.....	69	Drama
537	Stronghold.....	Aug. 1 '52	Veronica Lake, Zachary Scott.....	73	Drama
538	Navejo.....	Aug. 1 '52	Native Cast.....	70	Drama
539	Wings of Danger.....	Aug. 1 '52	Zachary Scott, Robert Beatty.....	72	Drama
540	Valley of Eagles (Brit.).....	Aug. 29 '52	Jack Warner, Nadia Gray.....	83	Drama
541	Loan Shark.....	Sept. 5 '52	George Raft, Dorothy Hart.....	79	Drama
542	Outlaw Women (C).....	Oct. 31 '52	Marie Windsor, Richard Rober.....	75	Drama
543	Stolen Face.....	Nov. 14 '52	Paul Henreid, Elizabeth Scott.....	71	Drama
544	Pirate Submarine.....	Nov. 28 '52	Special Cast.....	69	Drama
545	Jungle, The.....	Dec. 12 '52	Rod Cameron, Cesar Romero.....	74	Drama
546	Secret People (Brit.).....	Dec. 12 '52	Valentina Cortesa, Audrey Hepburn.....	87	Drama
547	Hellgate.....	Dec. 12 '52	Sterling Hayden, Joan Leslie.....	87	Melodrama
548	Scotland Yard Inspector.....	Oct. 31 '52	Cesar Romero, Lois Maxwell.....	73	Melodrama
549	Trombo, the Tiger Man.....	Nov. 14 '52	Special Cast.....	63	Drama
550	Mr. Walkie Talkie.....	Nov. 28 '52	Joe Sawyer, William Tracy.....	65	Comedy
551	3200 R) Captain Kidd.....	Dec. 12 '52	Randolph Scott, Charles Laughton.....	89	Adventure
552	3200 R) Great White Hunter.....	Dec. 12 '52	Gregory Peck, Joan Bennett.....	89	Drama
553	Gambler and the Lady.....	Dec. 26 '52	Dane Clark, Naomi Chance.....	71	Melodrama
554	I'll Get You.....	Jan. 16 '53	George Raft, Sally Gray.....	79	Melodrama
555	Tall Texan, The.....	Feb. 13 '53	Lloyd Bridges, Marie Windsor.....	84	Western
556	Perils of the Jungle.....	Mar. 20 '53	Clyde Beatty.....	63	Adventure
557	Bachelor in Paris.....	Mar. 27 '53	Dennis Price.....	71	Drama
558	Chu Chin Chow.....	Apr. 10 '53	Anna May Wong.....	71	Drama
559	Bad Blonde.....	Apr. 24 '53	Barbara Payton, Tony Wright.....	71	Drama

LIPPERT

MGM

223	Belle of New York (C).....	Feb. '52	Fred Astaire, Vera-Ellen.....	82	Musical
224	Invitation, The.....	Feb. '52	Dorothy McGuire, Van Johnson.....	85	Drama
225	Lone Star, The.....	Feb. '52	Clark Gable, Ava Gardner.....	90	Western
226	Sellout, The.....	Feb. '52	Walter Pidgeon, Audrey Totter.....	83	Drama
227	Shadow in the Sky.....	Feb. '52	Nancy Davis, James Whitmore.....	78	Drama
228	Just This Once.....	Mar. '52	Peter Lawford, Janet Leigh.....	90	Comedy
229	Love Is Better Than Ever.....	Mar. '52	Elizabeth Taylor, Larry Parks.....	81	Comedrama
230	Wild North, The (C).....	Mar. '52	Stewart Granger, Cyd Charisse.....	97	Adventure
231	Singin' in the Rain (C).....	Apr. '52	Gene Kelly, Debbie Reynolds.....	103	Musical
232	Talk About a Stranger.....	Apr. '52	George Murphy, Nancy Davis.....	65	Drama
233	When in Rome.....	Apr. '52	Van Johnson, Paul Douglas.....	76	Drama
234	Carbine Williams.....	May '52	James Stewart, Wendell Corey.....	101	Drama
235	Girl in White, The.....	May '52	June Allyson, Arthur Kennedy.....	93	Drama
236	Shirley Aloy (C).....	May '52	Eather Williams, Barry Sullivan.....	109	Musical
237	Young Man With Ideas.....	May '52	Glenn Ford, Ruth Roman.....	84	Drama
238	Glory Alley.....	June '52	Leslie Caron, Ralph Meeker.....	79	Drama
239	Pat and Mike.....	June '52	Spencer Tracy, Katharine Hepburn.....	95	Comedy
240	Scaramouche (C).....	June '52	Stewart Granger, Janet Leigh.....	115	Drama
241	Lovely to Look at (C).....	July '52	Howard Keel, Kathryn Grayson.....	105	Musical
242	Washington Story.....	July '52	Van Johnson, Patricia Neal.....	82	Drama
243	Holiday for Sinners.....	July '52	Keenan Wynn, Janice Rule.....	72	Drama
244	You for Me.....	Aug. '52	Peter Lawford, Jane Greer.....	71	Comedy
245	Fearless Fagan.....	Aug. '52	Janet Leigh, Carleton Carpenter.....	79	Comedy

(Continued at top of page above)

PARAMOUNT

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5118	Flaming Feather (C).....	Feb. '52	Sterling Hayden, Arlene Whelan.....	78	Western
5119	Sailing Breeze.....	Feb. '52	Dean Martin, Jerry Lewis.....	103	Comedy
5120	Something to Live For.....	Mar. '52	Joan Fontaine, Ray Milland.....	89	Comedrama
5121	Aaron Slick from Punkin Crick (C).....	Apr. '52	Alan Young, Dinah Shore.....	95	Musical
5122	My Son, John.....	Apr. '52	Helen Hayes, Van Heflin.....	122	Drama
5123	Anything Can Happen.....	May '52	Jose Ferrer, Kim Hunter.....	107	Comedrama
5124	Red Mountain (C).....	May '52	Alan Ladd, Elizabeth Scott.....	84	Western
5125	Denver and Rio Grande (C).....	June '52	Edmond O'Brien, Sterling Hayden.....	89	Western
5126	Atomic City, The.....	June '52	Michael Moore, Nancy Gates.....	85	Melodrama
5127	Encore (Brit.).....	July '52	Roland Culver, Glynis Johns.....	99	Drama
5128	Greatest Show on Earth (C).....	July '52	All-Star Cast.....	153	Circus-Dr.
5129	Jumping Jacks.....	July '52	Dean Martin, Jerry Lewis.....	96	Comedy
5130	Carrie.....	Aug. '52	Jennifer Jones, Laurence Olivier.....	118	Drama
5131	Son of Paleface (C).....	Aug. '52	Bob Hope, Jane Russell.....	104	Comedy
5132	Just for You (C).....	Sept. '52	Bing Crosby, Jane Wyman.....	85	Musical
5133	Caribbean (C).....	Sept. '52	Arlene Dahl, John Payne.....	97	Western
5134	Somebody Loves Me (C).....	Oct. '52	Betty Hutton, Ralph Meeker.....	97	Comedy
5135	Hurricane Smith (C).....	Oct. '52	Yvonne De Carlo, John Ireland.....	90	Melodrama
5136	Turning Point, The.....	Nov. '52	William Holden, Alexis Smith.....	85	Drama
5137	Savage, The (C).....	Nov. '52	Charlton Heston, Susan Morrow.....	85	Western
5138	Blazing Forest, The (C).....	Dec. '52	John Payne, Susan Morrow.....	90	Western
5139	Cleopatra.....	Dec. '52	Claudette Colbert, Henry Wilcoxon.....	104	Drama
5140	Road to Bali (C).....	Jan. '53	Crosby, Dorothy Lamour, Hope.....	90	Comedy
5141	Thunder in the East.....	Jan. '53	Alan Ladd, Deborah Kerr.....	94	Drama
5142	Tropic Zone (C).....	Jan. '53	Ronald Reagan, Rhonda Fleming.....	94	Drama
5143	Come Back, Little Sheba.....	Feb. '53	Shirley Booth, Jerry Lewis.....	99	Drama
5144	The Stooge.....	Feb. '53	Dean Martin, Jerry Lewis.....	100	Comedy
5145	Stars Are Singing, The (C).....	Mar. '53	R. Cloney, L. Melchior.....	99	Musical
5146	Girls of Pleasure Island (C).....	Apr. '53	Don Taylor, Gene Barry.....	89	Comedy
5147	Off Limits.....	Apr. '53	Bob Hope, Marilyn Maxwell.....	89	Comedy
5148	Pony Express.....	May '53	Charlton Heston, Rhonda Fleming.....	99	Western
5149	War of the Worlds (C).....	May '53	Gene Barry, A. Robinson.....	86	Drama
5150	Jamaica Run (C).....	June '53	Ray Milland, Arlene Dahl.....	86	Adventure
5151	Vanquished, The (C).....	June '53	John Payne, Jan Sterling.....	86	Adventure
5152	Arrowhead (C).....	Charlton Heston, Mary Sinclair.....	Drama
5153	Botany Bay (C).....	Alan Ladd, James Mason.....	Drama
5154	Forever Female.....	Paul Douglas, Ginger Rogers.....	Comedy
5155	Here Come the Girls (C).....	Hope, Cloney, Dahl, Martin.....	Musical
5156	Houdini (C).....	Janet Leigh, Tony Curtis.....	Drama
5157	Little Boy Lost.....	Bing Crosby, Claude Dauphin.....	Drama
5158	Roman Holiday.....	Gregory Peck, Audrey Hepburn.....	Drama
5159	Scared Stiff.....	Dean Martin, Jerry Lewis.....	Comedy
5160	Shane (C).....	Alan Ladd, Jean Arthur.....	Western
5161	Sinbad 17.....	William Holden, Don Taylor.....	Comedrama

REPUBLIC

5141	Colorado Sundown.....	Feb. 8 '52	Rex Allen, Mary Ellen Kay.....	67	Western
5142	Last Musketeer, The.....	Mar. 1 '52	Rex Allen, Mary Ellen Kay.....	67	Western
5143	Leadville Gunslinger.....	Mar. 22 '52	Allan Rocky Lane.....	54	Western
5144	Oklahoma Annie (C).....	Mar. 24 '52	Judy Canova, John Russell.....	90	Western
5145	Fabulous Senorita, The.....	Apr. 1 '52	Estelita Rodriguez, Robert Clarke.....	80	Comedy
5146	Border Saddlemates.....	Apr. 15 '52	Rex Allen.....	67	Western
5147	Hoodlum Empire.....	Apr. 15 '52	Brian Donlevy, Claire Trevor.....	98	Melodrama
5148	Wild Horse Ambush.....	Apr. 15 '52	Michael Chaplin, Eileen Janssen.....	54	Western
5149	Gobs and Gals.....	May 1 '52	Bernard Brox, Cathy Downs.....	86	Comedy
5150	Black Hills Ambush.....	May 20 '52	Allan Rocky Lane.....	54	Western
5151	Hal Tabarin.....	June 1 '52	Muriel Lawrence, William Ching.....	84	Musical
5152	I Dream of Jeanie (C).....	June 15 '52	Ray Middleton, Muriel Lawrence.....	90	Drama
5153	Thundering Caravans.....	July 20 '52	Allan Rocky Lane.....	54	Western

(Continued on following page, column 1)

REPUBLIC (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
5144	Old Oklahoma Plains	July 25 '52	Rex Allen	60	Western
5107	Woman of the North Country (C)	Sept. 5 '52	Ruth Hussey, Rod Cameron	90	Drama
5126	Tropical Heat Wave	Oct. 1 '52	Estrellita, Robert Hutton	74	Comedy
5174	Desperadoes Outpost	Oct. 8 '52	Allan Rocky Lane	54	Western
5169	Toughest Man in Arizona (C)	Oct. 10 '52	Vaughn Monroe, Joan Leslie	90	Western
5123	WAC from Walla Walla	Oct. 10 '52	Judy Canova, Stephen Dunne	83	Comedy
5145	South Pacific Trail	Oct. 20 '52	Rex Allen	60	Western
5201	Thunderbirds	Nov. 27 '52	Mona Freeman, John Barrymore, Jr.	98	Drama
5202	Ride the Man Down (C)	Jan. 1 '53	Brian Donlevy, Forrest Tucker	90	Western
5241	Marshal of Cedar Rock	Feb. 1 '53	Allan Rocky Lane	54	Western
5203	San Antonio	Feb. 15 '53	Rod Cameron, Arlene Whelan	90	Melodrama
5146	Old Overland Trail	Feb. 25 '53	Rex Allen	60	Western
	Lady Wants Mink (C)	Mar. 5 '53	Ruth Hussey, Dennis O'Keefe	92	Comedy
5168	The Quiet Man (C)	Special	John Wayne, Maureen O'Hara	129	Comedrama

City That Never Sleeps..... Gig Young, Mala Powers..... Drama
 Fair Wind to Java (C)..... Fred MacMurray, Vera Ralston..... Melodrama
 Perilous Voyage, A..... Vera Ralston, David Brian..... Drama
 Sun Shines Bright, The..... Charles Winninger, Arlene Whelan..... Drama
 Sweetheart Time (C)..... Ray Middleton, Eileen Christy..... Musical
 The Woman They Almost Lynched..... John Lund, Audrey Totter..... Drama

RKO RADIO

228	At Sword's Point (C)	Feb. '52	Cornel Wilde, Maureen O'Hara	81	Adventure
257(R)	Cat People, The	Feb. '52	Simone Simon, Kent Smith	73	Mystery
244(R)	Hunchback of Notre Dame, The	Feb. '52	Charles Laughton, Maureen O'Hara	117	Drama
217	Las Vegas Story	Feb. '52	Jane Russell, Victor Mature	85	Drama
292(R)	Snow White & Seven Dwarfs (C)	Feb. '52	Disney Feature	85	Fairy Tale
219	Trail Guide	Feb. '52	Tim Holt	60	Western
213	Pace That Thrills, The	Mar. '52	Bill Williams, Carla Balenda	63	Melodrama
221	Rancho Notorious (C)	Mar. '52	Mariene Dietrich, Arthur Kennedy	89	Western
268	Rashomon (Japanese)	Mar. '52	Toshiro Mifune, Machito Kyo	86	Drama
223	Road Agent	Mar. '52	Tim Holt, Norine Nash	60	Western
282	Whispering Smith vs. Scotland Yard	Mar. '52	Richard Carlson, Greta Gyn	77	Melodrama
271(R)	Body Snatchers	Apr. '52	Boris Karloff, Bela Lugosi	78	Horror
272(R)	I Walked With a Zombie	Apr. '52	Frances Dee, Tom Conway	69	Horror
224	Macao	Apr. '52	Jane Russell, Robert Mitchum	80	Drama
227	Target	Apr. '52	Tim Holt, Richard Martin	60	Western
225	Tarzan's Savage Fury	Apr. '52	Lex Barker, Dorothy Hart	80	Adventure
230	Desert Passage	May '52	Tim Holt, Joan Dixon	60	Western
303	Faithful City, The (Israel)	May '52	Jamie Smith, John Slater	86	Drama
228	Half-Breed (C)	May '52	Robert Young, Janis Carter	81	Western
269(R)	King Kong	May '52	Fay Wray, Bruce Cabot	100	Horror
270(R)	Leopard Man, The	May '52	Dennis O'Keefe, Margo	66	Horror
226	Narrow Margin	May '52	Charles McGraw, Marie Windsor	70	Melodrama
229	Clash By Night	June '52	Barbara Stanwyck, Paul Douglas	105	Drama
274	Wild Heart, The (C)	July '52	Jennifer Jones, David Farrar	82	Drama
391	Story of Robin Hood (C)	July '52	Richard Todd, Joan Rice	84	Drama
361	Big Sky, The	Aug. '52	Kirk Douglas, Elizabeth Threlk	122	Western
301	One Minute to Zero	Aug. '52	Robert Mitchum, Ann Blyth	105	Drama
362	Sudden Fear	Aug. '52	Joan Crawford, Jack Palance	110	Drama
381(R)	Look Who's Laughing	Aug. '52	Lucille Ball, Edgar Bergen	79	Comedy
382(R)	Too Many Girls	Aug. '52	Lucille Ball, Desi Arnaz	85	Comedy

20th CENTURY-FOX (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
221	We're Not Married	July '52	Ginger Rogers, David Wayne	85	Comedy
222	Diplomatic Courier	July '52	Tyrone Power, Patricia Neal	97	Drama
257(R)	To the Shores of Tripoli (C)	July '52	John Payne, Maureen O'Hara	86	Drama
258(R)	Black Swan (C)	July '52	Tyrone Power, Maureen O'Hara	85	Drama
223	Dreamboat	Aug. '52	Clifton Webb, Ginger Rogers	83	Comedy
224	Don't Bother to Knock	Aug. '52	Marilyn Monroe, Richard Widmark	76	Comedy
225	Les Miserables	Aug. '52	Michael Rennie, Debra Paget	104	Drama
226	Let Price Glory (C)	Aug. '52	James Cagney, Dan Dailey	111	Drama
227	Lure of the Wilderness (C)	Sept. '52	Jean Peters, Jeffrey Hunter	92	Melodrama
228	O'Henry's Full House	Sept. '52	All Star Cast	111	Drama
230	Monkey Business	Sept. '52	Cary Grant, Marilyn Monroe	97	Comedy
231	My Wife's Best Friend	Oct. '52	Anne Baxter, MacDonald Carey	87	Comedrama
238	Something for the Birds	Oct. '52	Victor Mature, Patricia Neal	81	Comedy
229	Way of a Gaius (C)	Oct. '52	Gene Tierney, Rory Calhoun	91	Western
236	Blondhounds of Broadway (C)	Nov. '52	Mitzi Gaynor, Scott Brady	90	Comedy
235	Night Without Sleep	Nov. '52	Gary Merrill, Linda Darnell	77	Drama
237	Pony Soldier (C)	Nov. '52	Tyrone Power, Cameron Mitchell	82	Drama
232	Steel Trap	Nov. '52	Joseph Cotten, Teresa Wright	85	Melodrama
233	My Pal Gus	Dec. '52	Richard Widmark, Joanne Dru	83	Comedrama
239	Stars and Stripes Forever (C)	Dec. '52	Clifton Webb, Ruth Hussey	89	Musical
301	My Cousin Rachel	Jan. '53	Olivia de Havilland, Richard Burton	98	Drama
302	I Don't Care Girl (C)	Jan. '53	Mitzi Gaynor, David Wayne	78	Musical
303	Ruby Gentry	Jan. '53	Jennifer Jones, Charlton Heston	82	Drama
304	Thief of Venice	Jan. '53	Maria Montez, Paul Christian	91	Drama
348(R)	Gunfighter, The	Jan. '53	Gregory Peck, Anne Baxter	87	Western
349(R)	Yellow Sky	Jan. '53	Gregory Peck, Anne Baxter	98	Western
306	Niagara (C)	Feb. '53	Marilyn Monroe, Joseph Cotten	89	Melodrama
307	Farmer Takes a Wife (C)	Feb. '53	Betty Grable, Dale Robertson	89	Musical
308	Treasure of the Golden Condor (C)	Feb. '53	Cornel Wilde, Constance Smith	93	Drama
309	Silver Whip	Feb. '53	Rory Calhoun, Dale Robertson	93	Drama
305	Taxi	Mar. '53	Dan Dailey, Constance Smith	77	Comedy
313	Destination Gobi (C)	Mar. '53	Richard Widmark, Don Taylor	77	Adventure
314	Invader from Mars (C)	Mar. '53	Helene Carter, Arthur Franz	89	Drama
316	Star, The	Mar. '53	Bette Davis, Sterling Hayden	89	Drama
311	Call Me Madam (C)	Apr. '53	Ethel Merman, Donald O'Connor	93	Musical
	Desert Rats, The	Apr. '53	Robert Newton, James Mason	93	Drama
315	Man on a Tightrope	Apr. '53	Fredric March, Gloria Grahame	93	Drama
312	President's Lady	Apr. '53	Susan Hayward, Charlton Heston	109	Musical
310	Tonight We Sing (C)	Apr. '53	David Wayne, Edlo Pinsa	109	Musical
	Down Among the Sheltering Palms (C)	May '53	William Lundigan, Mitzi Gaynor	93	Musical
	Girl Next Door (C)	May '53	June Haver, Dan Dailey	93	Comedrama
	Powder River (C)	July '53	Rory Calhoun, Jean Peters	93	Western
	Baptism of Fire	Aug. '53	Victor Mature	93	Drama
	Pickup on South Street	Aug. '53	Richard Widmark, Jean Peters	114	Drama
	Snows of Kilimanjaro (C)	Special	Gregory Peck, Ava Gardner	114	Drama

Dangerous Crossing..... Jeanne Crain, Michael Rennie..... Drama
 Fight Town (C)..... Dale Robertson..... Drama
 Gentlemen Prefer Blondes (C)..... Marilyn Monroe, Jane Russell..... Musical
 Sailor of the King..... Jeffrey Hunter, Michael Rennie..... Drama
 Titanic..... Clifton Webb, Barbara Stanwyck..... Drama

RKO RADIO (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
333(R)	Annie Oakley	Sept. '52	Barbara Stanwyck, Preston Foster	91	Western
334(R)	Allegany Uprising	Sept. '52	John Wayne, Claire Trevor	81	Western
302	Beware, My Lovely	Sept. '52	Ida Lupino, Robert Ryan	77	Drama
304	Lusty Men, The	Oct. '52	Susan Hayward, Robert Mitchum	113	Drama
305	Under the Red Sea	Oct. '52	Documentary	67	Docu'try
308	Montana Belle (C)	Nov. 11 '52	Jane Russell, George Brent	81	Western
309	Face to Face	Nov. 14 '52	James Mason, Robert Preston	92	Duo-Drama
363(R)	Bachelor and the Bobby-Soxer	Dec. 5 '52	Cary Grant, Myrna Loy	95	Comedy
366(R)	Bachelor Mother	Dec. 5 '52	Ginger Rogers, David Niven	82	Comedy
331	Hans Christian Andersen (C)	Dec. 19 '52	Danny Kaye, Farley Granger	112	Musical
307	Blackboard the Pirate (C)	Dec. 25 '52	Linda Darnell, Robert Newton	99	Melodrama
368	Androcles and the Lion	Jan. 9 '53	Victor Mature, Jean Simmons	98	Drama
371	Never Wave at a WAC	Jan. 28 '53	Rosalind Russell, Paul Douglas	87	Comedy
313	No Time for Flowers	Jan. 31 '53	Vivien Lindfors, Paul Christian	53	Comedy
392	Peter Pan (C)	Feb. 5 '53	Cartoon	76 1/2	Fairy Tale
312	Angel Face	Feb. 11 '53	Robert Mitchum, Jean Simmons	90	Melodrama
315	Sword of Venus	Feb. 20 '53	Robert Clarke, Catherine McLeod	73	Drama
314	Night Without Stars	Mar. 6 '53	David Farrar, Nadia Gray	71	Drama
314	Hitch-Hiker	Mar. 13 '53	Edmond O'Brien, Frank Lovejoy	71	Melodrama
314	Fort Apache	Mar. 27 '53	John Wayne, Henry Fonda	71	Western
314	Blood on the Moon	Mar. 27 '53	Robert Mitchum, Robert Preston	71	Western
314	Beautiful But Dangerous	Apr. 1 '53	Jean Simmons, Robert Mitchum	71	Drama
314	Count the Hours	Apr. 1 '53	Teresa Wright, MacDonald Carey	71	Drama
314	Port Sinister	Apr. 10 '53	James Warren	71	Melodrama
314	Sea Around Us, The (C)	Apr. 22 '53	Documentary	61	Docu'm'try
314	Sea Devils (C)	May 1 '53	Yvonne DeCarlo, Rock Hudson	65	Adventure
314	Below the Sahara (C)	May 22 '53	Native Cast	65	Adventure
314	Break-Up	June 11 '53	Victor Mature, Jean Simmons	65	Docu'm'try
314	Split-Second	June 18 '53	Alexis Smith, Keith Andes	65	Drama

306	Captive Women	Margaret Field, Robert Clarke	65	Adventure
306	Heavy Water (Norwegian)	Documentary	65	Adventure
306	Jet Pilot (C)	John Wayne, Janet Leigh	119	Melodrama
306	Last Hours, The	Mark Stevens, Jean Kent	119	Drama
306	Tarzan and the She-Devil	Lex Barker	119	Adventure

20th CENTURY-FOX

201	Model and the Marriage Broker	Jan. '52	Jeanne Crain, Thelma Ritter	103	Comedy
203	David and Bathsheba (C)	Feb. '52	Gregory Peck, Susan Hayward	116	Drama
204	Phone Call From a Stranger	Feb. '52	Shelley Winters, Gary Merrill	96	Drama
207	Red Skies of Montana (C)	Feb. '52	Richard Widmark, Constance Smith	98	Drama
208	5 Fingers	Mar. '52	James Mason, Danielle Darrieux	108	Drama
209	Return of the Texan	Mar. '52	Dale Robertson, Joanne Dru	88	Adventure
206	Viva Zapata!	Mar. '52	Marlon Brando, Jean Peters	113	Drama
211	Pride of St. Louis	Apr. '52	Dan Dailey, Jeanne Dru	93	Comedy
212	Rose of Cimarron (C)	Apr. '52	Jack Buell, Malla Powers	72	Western
210	With a Song in My Heart (C)	Apr. '52	Susan Hayward, David Wayne	117	Musical
213	Belles on Their Toes (C)	May '52	Jeanne Crain, Myrna Loy	89	Comedy
252(R)	Laura	May '52	Gene Tierney, Dana Andrews	88	Drama
215	Deadline, U.S.A.	May '52	Humphrey Bogart, Ethel Barrymore	87	Drama
216	Outcasts of Poker Flat	May '52	Dale Robertson, Anne Baxter	81	Drama
253(R)	This Above All	May '52	Tyrone Power, Joan Fontaine	110	Drama
217	Kangaroo (C)	June '52	Maureen O'Hara, Peter Lawford	84	Drama
219	Lydia Bailey (C)	June '52	Dale Robertson, Anne Francis	89	Drama
255(R)	Leave Her to Heaven (C)	June '52	Gene Tierney, Cornel Wilde	110	Drama
256(R)	Rains Came, The	June '52	Myrna Loy, Tyrone Power	95	Drama
218	Lady in the Iron Mask (C)	July '52	Louis Hayward, Patricia Medina	78	Adventure
220	Wait 'Til the Sun Shines, Nellie (C)	July '52	Jean Peters, Hugh Marlowe	108	Comedrama

(Continued at top of page above)

UNITED ARTISTS

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
300	Buffalo Bill in Tomahawk Territory	Feb. 8 '52	Clayton Moore, Slim Andrews	66	Western
300	River, The (C)	Feb. 15 '52	Adrienne Corri, Radha	99	Drama
300	One Big Affair	Feb. 22 '52	Dennis O'Keefe, Evelyn Keyes	86	Drama
300	Green Glove, The	Feb. 28 '52	Glenn Ford, Geraldine Brooks	88	Drama
300	Tale of Five Women, A (Ital.)	Mar. 7 '52	Bonar Colleano, Gina Lollobrigida	86	Comedrama
300	Mutiny (C)	Mar. 14 '52	Patric Knowles, Angela Lansbury	77	Drama
300	Royal Journey (C) (Can.)	Mar. 15 '52	Documentary	47	Trav.
300	African Queen (C)	Mar. 21 '52	Humphrey Bogart, K. Hepburn	104	Adventure
300	Strange World	Mar. 28 '52	Angelica Hauf, Alexandro Carlos	85	Adventure
300	Captive City	Apr. 11 '52	John Forsythe	91	Drama
300	Without Warning	May 5 '52	Adam Williams, Meg Randall	75	Melodrama
300	Red Planet Mars	May 15 '52	Peter Graves, Andrea King	87	Adventure
300	Fighter, The	May 25 '52	Richard Conte, Vanessa Brown	78	Adventure
300	(R) Red River	June 6 '52	John Wayne, Montgomery Clift	127	Western
300	(R) Tulsa (C)	June 6 '52	Susan Hayward, Robert Preston	89	Drama
300	Tales of Hoffmann (C) (Brit.)	June 13 '52	Maira Shearer, Robert Helpmann	138	Opera-Ballet
300	Confidence Girl	June 20 '52	Tom Conway, Hillary Brooke	81	Melodrama
300	Outcast of the Islands (Brit.)	July 11 '52	Trevor Howard, Ralph Richardson	93	Drama
300	Actors and Sin	July 18 '52	Edward G. Robinson, Marsha Hunt	85	Drama
300	High Noon	July 30 '52	Gary Cooper, Grace Kelly	85	Drama
300	Island of Desire (C)	Aug. 4 '52	Linda Darnell, Tab Hunter	93	Drama
300	Rock Row	Aug. 12 '52	Gene Evans, Mary Welch	83	Drama
300	Cry, the Beloved Country	Aug. 22 '52	Canada Lee, Sidney Poitier	96	Drama
300	(R) Guest Wife	Sept. 5 '52	Claudette Colbert, Don Ameche	90	Comedy
300	(R) It's in the Bag	Sept. 5 '52	Fred Allen, Jack Benny	87	Comedy
300	Untamed Women	Sept. 12 '52	Lyle Talbot, Doris Herrick	76	Adventure
300	(R) Lady Vanishes, The	Sept. 19 '52	Michael Redgrave, M. Lockwood	85	Mystery
300	Ring, The	Sept. 26 '52	Gerard Mohr, Rita Moreno	79	Drama
300	Thief, The	Oct. 10 '52	Ray Milland, Rita Gam	85	Drama
300	Outpost in Malaya	Nov. 21 '52	Claudette Colbert, Jack Hawkins	88	Drama
300	Babes in Bagdad (C)	Dec. 7 '52	Paulette Goddard, John Boles	79	Comedy
300	Monsoon (C)	Dec. 14 '52	Ursula Thiess, Diana Douglas	79	Drama
300	Breaking the Sound Barrier (Brit.)	Dec. 21 '52	Ann Todd, Ralph Richardson	115	Drama
300	Kansas City Confidential	Jan. 16 '53	John Payne, Coleen Gray	98	Drama
300	Guerrilla Girl	Jan. 23 '53	Helmut Dantine, Mariana	81	Melodrama
300	Luxury Girls	Jan. 30 '53	Susan Stephen	96	Drama
300	Limelight	Feb. 6 '53	Claire Bloom, Charles Chaplin	143	Drama
300	Magnetic Monster, The	Feb. 18 '53	Richard Carlson, Jean Byron	79	Adventure
300	Bandits of Corsica, The	Feb. 26 '53	Richard Greene, Paula Raymond	79	Drama
300	Moulin Rouge (C)	Mar. 6 '53	José Ferrer, Colette Marchand	118	Drama
300	Bwana Devil (3D) (C)	Mar. 13 '53	Robert Stack, Barbara Britton	79	Adventure
300	Golden Arrow	Mar. 20 '53	Burgess Meredith, Jean Pierre Aumont	79	Drama
300	Son of the Renegade	Mar. 27 '53	John Carpenter, Lori Irving	79	Western

300	Assassin, The (Brit.)	Richard Todd, Eva Bartok	79	Drama
300	Fort Algiers	Yvonne de Carlo	79	Western
300	Genghis Khan	Elvira Reyes, Lou Salvador	79	Drama
300	Melba (C)	Patrice Munsel, Robert Morley	79	Adventure
300	Phantom from Space	Tom Daly, Lela Nelson	79	Melodrama
300	Raiders of the Seven Seas (C)	John Payne, Donna Reed	79	Western
300	Return to Paradise (C)	Gary Cooper	79	Drama
300	Rough Shoot	Joe McCrea	79	Melodrama
300	South of Algiers (C)	Wanda Hendrix, Van Heflin	79	Adventure
300	Wells Fargo Express	George Montgomery, Tab Hunter	79	Western

UNIVERSAL-INTERNATIONAL

212	Bend of the River (C)	Feb. '52	James Stewart, Arthur Kennedy	91	Western
210	Here Come the Nelsons	Feb. '53	Ozzie Nelson, Harriet Nelson	76	Comedy

(Continued on following page, column 1)

UNIVERSAL-INTERNATIONAL (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
285	Meet Danny Wilson	Feb. '52	Frank Sinatra, Shelley Winters	88	Musical
216	Flesh and Fury (for, Hear No Evil)	Mar. '52	Tony Curtis, Mona Freeman	83	Drama
215	Steel Town (C)	Mar. '52	Ann Sheridan, John Lund	85	Drama
269	Treasure of Lost Canyon (C)	Mar. '52	William Powell, Julia Adams	81	Adventure
217	Battle at Apache Pass (C)	Apr. '52	John Lund, Beverly Tyler	85	Western
216	Ma and Pa Kettle at the Fair	Apr. '52	Marjorie Main, Percy Kilbride	78	Comedy
219	Bronco Buster (C)	May '52	John Lund, Scott Brady	86	Western
220	No Room for the Groom	May '52	Tony Curtis, Piper Laurie	82	Comedy
218	Red Ball Express	May '52	Jeff Chandler, Alex Nicol	84	Drama
221	Ivory Hunter (C) (Brit.)	June '52	Anthony Steel, Dinah Sheridan	97	Adventure
223	Just Across the Street	June '52	Ann Sheridan, John Lund	79	Comedy
222	Scarlet Angel (C)	June '52	Yvonne De Carlo, Rock Hudson	81	Drama
224	Francis Goes to West Point	July '52	Donald O'Connor, Lori Nelson	81	Comedy
226	Has Anybody Seen My Gal? (C)	July '52	Piper Laurie, Charles Coburn	89	Comedy
225	Sally and Saint Anne	July '52	Piper Laurie, Edmund Gwenn	90	Comedy
227	World in His Arms, The (C)	Aug. '52	Gregory Peck, Ann Blyth	104	Drama
228	Duel at Silver Creek, The (C)	Aug. '52	Audie Murphy, Faith Domergue	77	Drama
229	Lost in Alaska	Aug. '52	Abbott & Costello, Mizi Green	76	Comedy
230	Untamed Frontier (C)	Sept. '52	Joseph Cotten, Shelley Winters	75	Adventure
231	Son of Ali Baba (C)	Sept. '52	Tony Curtis, Piper Laurie	75	Drama
232	Bonzo Goes to College	Sept. '52	Edmund Gwenn, Maureen O'Sullivan	80	Comedy
233	Willie and Joe Back at the Front	Oct. '52	Tom Ewell, Harvey Lembeck	87	Comedy
234	Yankee Buccaneer (C)	Oct. '52	Jeff Chandler, Scott Brady	86	Melodrama
235	Honzies West (C)	Oct. '52	Robert Ryan, Julia Adams	81	Western
301	Raiders, The (C)	Nov. '52	Richard Conte, Virena Lindfors	86	Western
302	Because of You	Nov. '52	Loretta Young, Jeff Chandler	95	Drama
303	It Grows on Trees	Nov. '52	Irene Dunne, Dean Jagger	84	Comedy
304	Black Castle, The	Dec. '52	Stephen McNally, Richard Greene	81	Drama
305	Against All Flags (C)	Jan. '53	Errol Flynn, Maureen O'Hara	83	Drama
306	Lawless Breed (C)	Jan. '53	Rock Hudson, Julia Adams	83	Western
307	Meet Me at the Fair (C)	Jan. '53	Dan Dailey, Diana Lynn	87	Musical
309	Redhead from Wyoming (C)	Jan. '53	Maureen O'Hara, Alex Nicol	80	Comedy
310	Mississippi Gambler (C)	Feb. '53	Tyrone Power, Piper Laurie	98	Drama
311	Girls in the Night	Feb. '53	Joyce Holden, Glenda Farrell	83	Drama
308	City Beneath the Sea (C)	Mar. '53	Robert Ryan, Mala Powers	87	Drama
312	Gunsake (C)	Mar. '53	Audie Murphy, Susan Cabot	79	Drama
313	Seminole (C)	Mar. '53	Rock Hudson, Barbara Hale	86	Western
314	Ma and Pa Kettle on Vacation	Mar. '53	Marjorie Main, Percy Kilbride	75	Comedy
315	Desert Legion (C)	Apr. '53	Alan Ladd, Arlene Dahl	75	Drama
316	Abbott & Costello Go to Mars	Apr. '53	Abbott & Costello	71	Comedy
	All I Desire		Barbara Stanwyck, Richard Carlson		Drama
	Column South (C)		Audie Murphy, Joan Evans		Drama
	East of Sumatra (C)		Jeff Chandler, Marilyn Maxwell		Adventure
	Flame of the Timberline (C)		Ann Sheridan, Sterling Hayden		Drama
	Francis Covers the Big Town		Donald O'Connor, Nancy Guild		Comedy
	Golden Blade (C)		Rock Hudson, Piper Laurie		Adventure
	It Happens Every Thursday		Loretta Young, John Forsythe		Drama
	Law and Order (C)		Ronald Reagan, Susan Cabot		Western
	Lone Hand (C)		Joel McCrea, Barbara Hale		Western
	Ma and Pa Kettle at Walkehl		Marjorie Main, Percy Kilbride		Comedy
	Prince of Bagdad (C)		Victor Mature, Mari Blanchard		Adventure
	Sixty Uprising (C)		Jeff Chandler, Faith Domergue		Western
	Stand at Apache River (C)		Stephen McNally, Julia Adams		Western
	Thunder Bay (C)		James Stewart, Joanne Dru		Drama

U-I Special Films Division

(All British)

282	Man in the White Suit, The	Apr. '52	Alec Guinness, Joan Greenwood	85	Comedy
-----	----------------------------	----------	-------------------------------	----	--------

(Continued in column 2)

U-I Special Films Division (continued)

PROD. NO.	TITLE	RELEASE	STARS	RUNNING TIME	TYPE
283	Island Rescue	June '52	David Niven, Glynnis Johns	87	Comedy
284	Stranger in Between, The	Aug. '52	Dirk Bogarde, Elizabeth Sellers	84	Drama
285	The Promoter	Oct. 28 '52	Alec Guinness, Valerie Hobson	88	Comedy
381	Importance of Being Earnest (C)	Dec. 22 '52	Michael Redgrave, Joan Greenwood	95	Comedy
	Something Money Can't Buy		Anthony Steel, Patricia Roc		Drama
380	The Penny Princess (C)		Yolande Donlan, Dick Bogarde	91	Comedy
383	Story of Mandy		Phyllis Calvert, Jack Hawkins	93	Drama
	WARNER BROTHERS				
114	This Woman Is Dangerous	Feb. 9 '52	Joan Crawford, Dennis Morgan	97	Drama
115	Retreat, Hell!	Feb. 23 '52	Richard Carlson, Frank Lovejoy	95	Drama
116	Bugles in the Afternoon (C)	Mar. 8 '52	Ray Milland, Helena Carter	85	Drama
114	Streetcar Named Desire, A	Mar. 22 '52	Vivien Leigh, Marlon Brando	122	Drama
117	Big Trees, The (C)	Mar. 29 '52	Kirk Douglas, Patricia Wymore	89	Drama
118	Jack and the Beanstalk (C)	Apr. 12 '52	Abbott and Costello	78	Comedy
119	Lion and the Horse, The (C)	Apr. 19 '52	Steve Cochran, Sherry Jackson	83	Drama
120	Mara Maru	May 3 '52	Errol Flynn, Ruth Roman	98	Drama
121	San Francisco Story	May 17 '52	Yvonne de Carlo, Joel McCrea	86	Drama
122	About Face (C)	May 31 '52	Gordon MacRae, Eddie Bracken	94	Musical
123	Carson City (C)	June 14 '52	Randolph Scott, Lucille Norman	87	Western
124	Three for Bedroom C (C)	June 21 '52	Gloria Swanson, James Warren	74	Comedy
125	Winning Team, The	June 28 '52	Doris Day, Ronald Reagan	98	Drama
128	She's Working Her Way Through College (C)	July 12 '52	Virginia Mayo, Ronald Reagan	101	Musical
129	Story of Will Rogers (C)	July 26 '52	Jane Wyman, Will Rogers, Jr.	109	Drama
130	Where's Charley? (C)	Aug. 16 '52	Ray Bolger, Allyn McLerie	97	Comedy
201	Big Jim McLain	Aug. 30 '52	John Wayne, Nancy Olson	90	Drama
202	Crimson Pirate (C)	Sept. 27 '52	Burt Lancaster, Eva Bartok	104	Drama
203	Miracle of Fatima (C)	Oct. 11 '52	Gilbert Roland, Angela Clark	102	Drama
204	Springfield Rifle (C)	Oct. 23 '52	Gary Cooper, Phyllis Thaxter	93	Drama
205	Operation Secret	Nov. 8 '52	Cornel Wilde, Phyllis Thaxter	108	Drama
206	Iron Mistress, The (C)	Nov. 22 '52	Alan Ladd, Virginia Mayo	116	Drama
207	Cattle Town	Dec. 6 '52	Dennis Morgan, Philip Carey	71	Western
208	A & C Meet Captain Kidd (C)	Dec. 27 '52	Abbott & Costello	70	Comedy
209	April in Paris (C)	Jan. 3 '53	Ray Bolger, Doris Day	101	Musical
210	Stop, You're Killing Me (C)	Jan. 17 '53	Broderick Crawford, Claire Trevor	86	Comedy
211	Man Behind the Gun (C)	Jan. 31 '53	Randolph Scott, Patricia Wymore	82	Western
212	Jazz Singer, The (C)	Feb. 53	Danny Thomas, Peggy Lee	107	Musical
213	I Confess	Feb. 28 '53	Montgomery Clift, Anne Baxter	95	Drama
214	She's Back on Broadway (C)	Mar. 14 '53	Virginia Mayo, Gene Nelson	95	Musical
	Trouble Along the Way	Apr. 4 '53	John Wayne, Donna Reed		Drama

Blue Gardenia, The	Anne Baxter, Richard Conte	Melodrama
By the Light of the Silvery Moon (C)	Doris Day, Gordon MacRae	Musical
Come on Texas	Gene Nelson, Sterling Hayden	Drama
Desert Song, The (C)	Randolph Scott, Phyllis Kirk	Western
His Majesty O'Keefe (C)	Gordon MacRae, Kathryn Grayson	Musical
Lion Is in the Streets (C)	Burt Lancaster	Drama
Master of Ballantree (C)	James Cagney, Barbara Hale	Drama
Plunder of the Sun	Errol Flynn	Adventure
System, The	Glenn Ford, Diana Lynn	Drama
Thunder Over the Plains (C)	Frank Lovejoy	Drama
	Randolph Scott, Phyllis Kirk	Western

OTHER PICTURES IN RELEASE

Title	Distributor	Running Time	Type
Adventures, The (Brit.)	Classic	101	Drama
Affair Blum (Ger.)	Classic	107	Drama
Alice in Wonderland (C) (Fr.)	Souvaire	83	Fantasy
All for Love (Ital.)	I.F.E.	95	Drama
Amazing Mon. Fabre (Fr.) (Eng. Dial.)	Meadow	90	Drama
Angel (Fr. & Ital.)	Scalera	95	Drama
Angel and Sinner (Fr.)	A.F.E.	90	Drama
Angel Street (Brit.)	Commercial	84	Drama
Angelo (Ital.)	Scalera	95	Drama
Anna (Ital.)	I.F.E.	100	Drama
Another Shore (Br.)	I.R.O.	77	Comedy
Anthony of Padua (Ital.)	Casolaro	88	Drama
Arizona Raiders (R)	Favorite	60	Western
Bad Lord Byron (Br.)	I.R.O.	85	Drama
Ballerina (Fr.)	Burstyn	85	Drama
Battles of Seville (Ital.)	Excelsior	105	Opera
Battles of Chief Pontiac	Realtor	72	Western
Beauty and the Beast (Fr.)	Lopert	87	Fantasy
Beauty and the Devil (Fr.)	Davis	95	Drama
Before Him All Rome Trembled (Ital.)	Continental	104	Drama
Behind Closed Shutters (Ital.) (Eng. Dial.)	I.F.E.	89	Drama
Bela Lugosi Meets a Brooklyn Gorilla	Realtor	74	Horror
Beloved Vagabond (Fr.)	A.F.E.	90	Musical
Berliner, The (German)	Burstyn	90	Comedy
Betravol of Catherine the Great (Fr.)	Hoffberg	82	Drama
Bicycle Thief (Ital.)	Burstyn	89	Drama
Big Day, The (Fr.)	Mayer-Kingsley	73	Comedy
Bitter Rice (Eng. Dial.)	I.F.E.	93	Drama
Bitter Springs (Br.)	Bell	73	Western
Black Dice (Brit.)	Schlaifer	97	Drama
Black Narcissus (C) (Br.)	Allied	91	Drama
Blackmailed (Br.)	Bell	73	Drama
Blanche Fury (Br.) (C)	Classic	93	Drama
Blithe Spirit (C) (Br.)	Classic	99	Comedy
Blood and Fire (Swed.)	Oxford	93	Drama
Born to the Saddle	Astor	77	Western
Bonnie Prince Charlie (C) (Br.)	Snader	98	Drama
Bowery Blitzkrieg (R)	Savoy	62	Comedy
Boys of the City (R)	Savoy	63	Comedy
Brandy for the Parson (Brit.)	Mayer-Kingsley	74	Comedy
Brave Don't Cry (Brit.)	Mayer-Kingsley	92	Drama
Breakdown	Realtor	77	Drama
Brief Encounter (Br.)	Allied	86	Drama
Broken Vow (Ital.)	Casolaro	88	Drama
Burma Victory (Br.) (R)	Film Renters	60	Docu'Try
Cabinet of Dr. Caligari (Ger.)	Famous	62	Drama
Cadets of Gasconne (Ital.)	Continental	92	Comedy
Caesar and Cleopatra (C) (Br.)	Allied	126	Drama
Cage of Gold (Br.)	Ellis	83	Drama
Caged Women (Swed.)	Davis	93	Drama
Cairo Road (Brit.)	Schlaifer	83	Drama
Captain from Kopenick (Ger.)	Brandon	96	Musical
Carmen (Fr. & Ital.)	Scalera	96	Musical
Casque D'Or (Story of a Blonde) (Fr.)	Discina	97	Drama
Caught in the Foreign Legion (Fr.)	Bellon-Foulke	100	Drama
Cavalleria Rusticana (Ital.)	Scalera	84	Musical
Ches-Ak	Realtor	60	Docu'Try

Title	Distributor	Running Time	Type
Cherte (Fr.)	Commercial	90	Drama
Chips Are Down (Fr.)	Lopert	93	Drama
Christina (Ger.)	Central	85	Drama
City of Sin	Ellis	77	Melodrama
Clear Seas (Ital.)	Casolaro	89	Drama
Cliff of Sin (Ital.)	Continental	94	Drama
Cocaine (Ital.)	Distinguished	80	Drama
Come Out Fighting (R)	Savoy	67	Comedy
Cosacks of the Kuvan (C) (Russ.)	Artkino	105	Comedrama
Country Parson	Astor	87	Drama
Cupboard Was Bare, The (Fr.)	Hakim	82	Drama
Curtain Up (Brit.)	Fine Arts	90	Comedy
Dance Hall Girls (Brit.)	Bell	72	Drama
Dark Man, The (Br.)	Fine Arts	90	Melodrama
Darling of the World (Ger.)	Discina	98	Drama
Daughter of the Sands (Fr.)	Souvaire	74	Drama
Days of Our Years (Fr.)	Souvaire	100	Docu'Try
Dead of Night (Br.)	Allied	76	Drama
Dead Woman's Kiss (Ital.)	Casolaro	90	Drama
Dear Mr. Prohack (Brit.)	I.R.O.	91	Comedy
Dedee (Fr.)	Meadow	94	Drama
Der Fidele Bauer (Ger.)	Casino	102	Operetta
Desert Gold (R)	Favorite	61	Western
Desert Victory (Br.) (R)	Film Renters	61	Docu'Try
Devil in the Flesh (Fr.)	A.F.E.	110	Drama
Devotion (Ital.)	I.F.E.	85	Comedy
Diamond City (Br.)	Zenth	75	Drama
Difficult Years (Ital.)	Lopert	90	Drama
Docks of New York (R)	Savoy	62	Comedy
Doctor Beware (Ital.)	Academy Film	90	Comedy
Dracula (R)	Realtor	75	Horror
Dream Ballerina (Fr.)	A.F.E.	87	Ballet
Dream of a Cosack (Russ.) (C)	Artkino	95	Drama
Drift Fence (R)	Favorite	58	Western
Eagle, The (R)	Hoffberg	75	Drama
Eagle With Two Heads (Fr.)	Meadow	91	Drama
East Side Kids (R)	Savoy	62	Comedy
Edward and Caroline (Fr.)	Commercial	90	Comedy
Emperor's Nightingale, The (C) (Czech.)	Manor	70	Fantasy
Eroica (Aust.)	Academy	90	Musidrama
Face to the Wind (Fr.)	Souvaire	85	Comedy
Facts of Love (Br.)	Oxford	81	Comedy
Fall of Berlin (Russ.) (C)	Artkino	126	Drama
Fall of the House of Usher (Br.)	Ellis	73	Drama
Fame and the Devil (Ital.)	Realtor	80	Drama
Father's Dilemma (Ital.)	Davis	81	Comedy
Females at Play (Swed.)	Davis	80	Comedy
Fighting Phantom (R)	Favorite	62	Western
Fighting Rats of Tobruk, The (Br.)	Realtor	68	Drama
Film Without a Name (Ger.)	Oxford	80	Drama
Flying Hellcats (Br.) (R)	Film Renters	60	Docu'Try
Flying Wild (R)	Savoy	64	Comedy
Forbidden Games (Fr.)	Times	57	Drama
Forlorn River	Favorite	58	Western
Formosa (Chinese)	Hoffberg	80	Docu'Try
Francis, the First (Fr.)	Meadow	83	Comedy
Frankenstein (R)	Realtor	69	Horror
Fric Frac (Fr.)	Oxford	92	Comedy
From Little Acorns (Fr.)	Souvaire	98	Comedrama
Galloping Major, The (Br.)	Souvaire	82	Comedy

Title	Distributor	Running Time	Type
Geisha Girl (Jap.)	Realtor	67	Comedy
Gift Horse (Brit.)	Souvaire	85	Drama
Girl in a Million, A (Br.)	Oxford	77	Comedy
Girl with the Grey Eyes (Fr.)	Bellon-Foulke	100	Drama
Golem, The (Fr.)	Excelsior	85	Drama
Grand Concert (Russ.)	Artkino	101	Ballet
Great Expectations (Br.)	Allied	118	Drama
Great John L., The (R)	Astor	96	Drama
Great Mr. Handel (C) (Br.)	I.R.O.	103	Musical
Green for Danger (Br.)	Allied	93	Drama
Gun Moll (R)	Astor	70	Melodrama
Hangman's Holiday (Br.)	I.R.O.	81	Drama
Hans Christian Andersen (Br.)	Hoffberg	82	Fantasy
Happiest Days of Your Life (Br.)	Facemaker	81	Comedy
Harlem on the Prairie	Toddy	61	Musical
Headline (Br.)	English	76	Melodrama
Heart and Soul (Ital.)	Crest	90	Drama
Heart of a Nation (Fr.)	A.F.E.	95	Drama
Heavenly Waltz (Ger.)	Casino	93	Musical
Hello, Elephant! (Ital.)	Davis	91	Comedy
Hell's Gateway (Canadian)	Bell	73	Drama
Her Panned Door (Br.)	Souvaire	84	Drama
Hidout for Love (Fr.)	Lopert	80	Comedy
High Treason (Br.)	Facemaker	90	Melodrama
History of Mr. Polly (Brit.)	I.R.O.	91	Comedy
Horror Maniacs	Hoffberg	70	Horror
Horsemen, The (Russ.) (C)	Artkino	101	Drama
House of 1000 Women (Brit.)	Academy	83	Drama
Hue and Cry (Br.)	Fine Arts	92	Comedy
I Know Where I'm Going (Br.)	Allied	91	Drama
In the Circus Arena (Russ.) (C)	Artkino	120	Circus
Inheritance, The (Br.)	Fine Arts	85	Drama
Intrigue (R)	Favorite	76	Drama
Iron Crown (Ital.) (Eng. Dial.)	Classic	88	Drama
Isle of Sinners (Fr.)	A.F.E.	90	Drama
It Happened in Europe (Hung.)	Lopert	95	Drama
Jacqueline Minshaves (Br.)	Ellis	60	Comedy
Jacques Husband (Ital.)	Crest	86	Comedy
Jenny Lamour (Fr.)	Meadow	101	Drama
Journey Together (Br.)	Film Renters	80	Melodrama
Julius Caesar	Brandon	86	Drama
Justice Is Done (Fr.)	Burstyn	95	Drama
Kid Monk Baroni	Realtor	80	Drama
King's Jester, The (Ital.)	Scalera	95	Musidrama
Kisanga, Man of Africa (Br.) (C)	I.R.O.	81	Drama
La Ronde (Fr.)	Commercial	90	Comedy
La Vie De Boheme (Fr.)	Scalera	90	Musidrama
Lady Panama (Fr.)	Discina	97	Musidrama
Last Laugh, The (Ger.)	Famous	80	Drama
Laugh Pagliacci (Ital.)	Continental	83	Musical
Leonardo da Vinci (C)	Pictura	72	Docu'Try
Les Miserables (Ital.) (Eng. Dial.)	I.F.E.	122	Drama
Let's Get Tough (R)	Savoy	62	Comedy
Let's Make Music (Ger.)	Casino	93	Musical
Life Begins Tomorrow (Fr.)	Mayer-Kingsley	80	Drama
Life Dances On (Fr.)	A.F.E.	81	Drama
Life in Her Hands (Brit.)	Manor	76	Drama
Life in Venice (Ger.)	Casino	93	Musical
Life of Ferdinand Raimund (Ger.)	Casino	100	Musical
Little World of Don Camilla (Fr.)	I.F.E.	103	Comedy
Love Island	Astor	72	Adventure
Lovers of Verona (Fr.)	Souvaire	73	Musical

OTHER PICTURES IN RELEASE (continued)

Title	Distributor	Running Time	Type
Loves of Don Juan, The (Ital.)	Scalera	92	Musidrama
Lucia Di Lammermoor (Ital.)	Casolare	107	Opera
Lacretia Borgia (Fr.)	Meadow	85	Drama
Mad Lover (R)	Astor	86	Drama
Madonna of the Seven Moons (Br.)	Allied	88	Drama
Maedchen in Uniform (Ger.)	Lopert	99	Drama
Magic Box (C) (Brit.)	Mayer-Kingsley	103	Drama
Magic Sword (Yugo.)	Ellis	95	Fantasy
Mamma (Ital.)	Continental	84	Musical
Man of Evil (Brit.) (R)	Bell	96	Drama
Man of the Forest (R)	Favorite	67	Western
Man With the Grey Glove, The (Ital.)	L.F.E.	102	Melodrama
Maniac (Fr.)	Lopert	92	Drama
Maniacs on Wheels (Br.)	I.R.O.	70	Drama
Manon (Fr.)	Discina	91	Drama
Man's Hope (Span.)	Lopert	73	Drama
Marie du Port (Fr.)	Bellon-Froule	90	Drama
Marika (Ger.) (C)	Brill	106	Opera
Marriage of Figaro (Ger.)	Central	106	Opera
Marry Me (Br.)	Ellis	83	Comedrama
Masacre Hill (Br.)	I.R.O.	72	Drama
Masque in Mayfair (Br.) (C)	Reharr	94	Musidrama
Maytime in Mayfair (Br.) (C)	Lopert	83	Musidrama
Merry Wives of Windsor (Ger.)	Central	89	Musical
Mikado, The (C) (Br.)	Allied	89	Musical
Mill on the Po (Ital.)	L.F.E.	92	Drama
Miners of the Don (C) (Russ.)	Artkino	90	Comedy
Minne, the Curious Bride (Fr.)	Discina	83	Comedy
Misette (Fr.)	Burstyn	105	Comedy
Miracle in Milan (Ital.)	L.F.E.	89	Comedy
Miss Italia (Ital.)	Souvaire	91	Musical
Miss Julie (Swed.)	Souvaire	86	Comedy
Miss Lord Says No (Br.)	Savoy	64	Comedy
Mr. Mugs Rides Again (R)	Mutual	73	Drama
Mr. Mugs Steps Out (R)	Mutual	102	Drama
Models, Inc.	Lopert	72	Drama
Monsieur Vincent (Fr.)	Davis	65	Docu'try
Montmartre (Fr.)	Classic	140	Drama
Murder in the Cathedral (Br.)	Artkino	116	Musidrama
My First Love (Fr.)	Davis	61	Drama
My Hands Are Clay (Br.)	Hoffberg	72	Western
Mysterious Rider, The (R)	Favorite	100	Drama
Naughty Widow, The (R)	Astor	82	Comedy
Never Take No for an Answer (Br.)	Souvaire	100	Docu'try
Never China (Russ.) (C)	Artkino	90	Docu'try
Next of Kin (R) (Br.)	Film Renters	99	Drama
No Resting Place (Irish)	Classics	80	Melodrama
No Turning Back (Br.)	Classics	90	Comedy
Noah's Ark (Fr.)	Allied	108	Drama
Nocturnal Gentleman (Br.)	Allied	115	Drama
O Sole Mio (Ital.)	Continental	115	Drama
Of Love and Bandits (Ital.)	L.F.E.	98	Comedy
Oh! Amelia (Fr.)	Film Renters	80	Comedy
On Approval (Br.)	Burstyn	103	Drama
Open City (Ital.)	Brill	80	Musical
Original Sin (Ger.)	Discina	94	Fantasy
Orpheus (Fr.)	Central	102	Drama
Our Daily Bread (Ger.)	Continental	116	Comedy
Our Friends Are Coming (Ital.)	Crest	83	Drama
Outcry (Ital.)	Burstyn	115	Drama
Paisan (Ital.)	Burstyn	115	Drama

Title	Distributor	Running Time	Type
Paris 1900 (Fr.)	Burstyn	76	Docu'try
Paris Walks (Fr.)	L.F.E.	93	Musidrama
Passion for Life (Fr.)	Brandon	85	Comedy
Passport to Pimlico (Br.)	Classic	72	Drama
Path of Hope (Ital.)	L.F.E.	93	Drama
Peddler and the Lady (It.)	Continental	92	Comedy
Pennywhistle Blues (So. African)	Mayer-Kingsley	82	Comedy
Pepi Le Moko (Fr.)	Commercial	90	Drama
Perfectionist, The (Fr.)	Discina	92	Drama
Pinaflore, H.M.S.	Hoffberg	70	Musical
Pitfall (R)	Classic	86	Drama
Pride of the Bowerly (R)	Savoy	63	Comedy
Primavera (Ital.)	A.F.E.	90	Drama
Prize, The (Fr.)	Classic	95	Comedy
Quiet One, The	Burstyn	67	Drama
Raiders, The (Br.)	Film Renters	70	Docu'try
Ramuncho (Fr.)	Davis	95	Drama
Razzia (German)	Central	86	Comedrama
Reluctant Widow, The (Br.)	Fine Arts	102	Drama
Resistant with Tomorrow (Fr.)	Souvaire	93	Drama
Resistance (Fr.)	Meadow	70	Drama
Return of Ragles (Brit.)	Astor	107	Opera
Rigoletto (It.)	Continental	110	Opera
Rome Eleven O'Clock (Ital.)	A. F. E.	110	Drama
Room Upstairs (Fr.)	Lopert	99	Drama
Roses from Tyrol (German)	Casino	102	Musical
Saint and Sinners (Irish)	Lopert	82	Comedy
St. Matthew Passion (Aust.) (Eng. Dial.)	Academy	86	Musical
Satan in Skirts (R)	Astor	121	Drama
Savage Africa (R)	Reharr	70	Melodrama
Savage Triangle (Fr.)	Burstyn	112	Drama
Savage World (Brit.)	Brill	72	Docu'try
School for Husbands (Br.)	Hoffberg	65	Drama
School for Sinners (Br.)	Nayfack	103	Drama
Secret Affair (Fr.)	Commercial	90	Drama
Secret of Mayrilling (Fr.)	Astor	82	Drama
Seeds of Destruction	Davis	102	Drama
Seven Capital Sins (Fr.-Ital.)	M. K. D.	93	Drama
Seven Days to Noon (Br.)	Bell	84	Drama
Seven Journeys (German)	Allied	93	Drama
Seventh Veil, The (Br.)	Davis	102	Drama
Sextette (Fr.)	Manor	81	Drama
Shamed (Ital.)	English	90	Musical
Showtime (Br.)	Discina	80	Comedy
Simple Case of Moneys, A (Fr.)	I. R. O.	65	Drama
Sin of Esther Waters (Br.)	Casino	91	Musical
Singing Angels (German)	Commander	91	Drama
Sinners (Fr.)	Excelsior	80	Drama
Skinner Next to God (Fr.)	Reharr	94	Drama
Sky Is Red (Ital.)	Central	77	Drama
Somewhere in Berlin (German)	Davis	95	Musical
Sonata (Fr.)	Lopert	104	Drama
Souvenir (Fr.)	Bell	73	Drama
Spider and the Fly, The (Br.)	Allied	103	Drama
Spurway to Heaven (Br.) (C)	Ellis	104	Drama
Stars Look Down (Br.)	Scalera	105	Musidrama
Story of Tosca (Ital.)	Mayer-Kingsley	98	Drama
Strange Ones, The (Fr.)	Continental	82	Drama
Strange Witness (Ital.)	Astor	100	Drama
Strangers in Rome (R)	Hoffberg	70	Horror
Streets of Sorrow (Ital.)	Favorite	79	Drama
Stroller, The (Fr.)	Discina	92	Comedy
Stronhold of the Wild (So. Afr.)	Favorite	73	Drama
Swiss Miss	Manor	83	Docu'try
Tabu	Artkino	103	Drama
Taras Shevchenko (Russ.)	Crest	90	Drama
Tears of Blood (Ital.)	Hoffberg	65	Western
Tenderfoot Goes West, A (R)	Ellis	78	Drama
Terror House (Br.)	Savoy	62	Comedy
That Gang of Mine (R)	Astor	85	Adventure
Thief in Silk	I. R. O.	87	Drama
Third Time Lucky (Br.)	Allied	110	Drama
This Happy Breed (C) (Br.)	Bell	80	Drama
This Night Is Ours (German)	Ellis	99	Drama
This Was a Woman (Br.)	Casolare	83	Opera
This Wine of Love (Ital.)	Brandon	40	Docu'try
Time in the Sun (Mex.)	Favorite	76	Western
To the Last Man (R)	Burstyn	103	Drama
Tomorrow Is Too Late (Ital.)	Fine Arts	90	Comedy
Tony Draws a Horse (Br.)	Burstyn	99	Comedrama
Topaze (Fr.)	Oxford	88	Drama
Torment (Swed.)	Fine Arts	80	Drama
Train of Events (Br.)	Souvaire	78	Comedy
Treasure Hunt (Brit.)	Reharr	63	Melodrama
Tropic Fury (R)	Film Renters	80	Docu'try
True Glory	A. F. E.	89	Drama
Twilight (Fr.)	Times	107	Comedy
Two Centa Worth of Hope (Ital.)	Classic	62	Adventure
Two Lost World (R)	Casolare	89	Musidrama
Two Madonnas, The (Ital.)	Burstyn	90	Drama
Tyrant and the 13 Brothers (Ital.)	L.F.E.	107	Drama
Under the Olive Tree (Ital.)	Discina	97	Drama
Under the Paris Sky (Fr.)	Manor	76	Drama
Undersea Raider (Brit.)	Crest	90	Adventure
Unknown, The (Ital.)	Classic	75	Adventure
Unknown Island (R)	Casino	91	Musical
Vienna Melodies (German)	Scalera	98	Musidrama
Voice in Your Heart, A (Ital.)	Favorite	62	Western
Wagon Wheels (R)	Reharr	96	Drama
Wall of Death (Br.)	I. R. O.	105	Drama
Warning to Wantons (Br.)	Bell	75	Drama
Waterfront Women (Br.)	Favorite	53	Western
When the West Was Young (R)	Casolare	84	Musidrama
Where Is Zaza? (Ital.)	Classic	89	Drama
Wherever She Goes (Brit.)	Fine Arts	89	Drama
Whistle Stop (R)	L.F.E.	87	Drama
White Corridors (Brit.)	Allied	98	Drama
White Line, The (Ital.)	Favorite	73	Western
Wicked Lady, The (Br.)	Lopert	90	Drama
Winning the West (R)	I.F.E.	74	Drama
Without Pity (Ital.)	Manor	69	Comedy
Woman Hater (Br.)	Bell	84	Drama
Woman of Dohryn (Br.)	Lopert	90	Drama
Woman Without Names (Ital.)	Academy	90	Comedy
Wonderful Times (Ger.)	Artkino	79	Musical
World Festival of Song & Dance (C) (Russ.)	English	90	Musidrama
You Will Remember (Br.)	Mayer-Kingsley	82	Drama
Young and the Damned, The (Mex.)	Artkino	99	Musical
Young Chopin (Russ.)	M. K. D.	85	Melodrama
Young Scarface (Br.)	Favorite	79	Drama

FILM BUYERS RATING

Film buyers of independent circuits in the U.S. rate current product on the basis of its performance in their theatres. This report covers 117 attractions, 5,248 playdates.

Titles run alphabetically. Numerals refer to the number of engagements on each attraction reported. The tabulation is cumulative. Dagger (†) denotes attractions published for the first time. Asterisk (*) indicates attractions which are listed for the last time.

EX means Excellent; AA—Above Average; AV—Average; BA—Below Average; PR—Poor.

	EX	AA	AV	BA	PR
Abbott & Costello Meet Captain Kidd (WB)	—	5	22	5	1
Above and Beyond (MGM)	—	16	4	—	—
Affair in Trinidad (Col.)	8	13	24	17	8
Against All Flags (Univ.)	—	3	13	8	2
Apache War Smoke (MGM)	—	5	10	6	2
April in Paris (WB)	4	9	7	6	2
Assignment-Paris (Col.)	—	—	5	10	3
Battle Zone (AA)	1	3	6	1	1
Because of You (Univ.)	7	37	34	6	1
Because You're Mine (MGM)	—	11	25	32	6
Beware, My Lovely (RKO)	—	2	1	9	4
Big Jim McLain (WB)	4	33	51	19	4
Big Sky, The (RKO)	1	27	41	14	1
Black Castle, The (Univ.)	—	1	4	3	2
Blackbeard, the Pirate (RKO)	—	4	14	1	1
Blazing Forest (Para.)	—	2	11	17	—
Bloodhounds of Broadway (20th-Fox)	2	4	19	13	3
Bonzo Goes to College (Univ.)	1	16	49	10	—
Bwana Devil (UA)	6	—	—	—	—
Captain Pirate (Col.)	—	—	2	8	16
Caribbean (Para.)	—	4	20	31	8
Carrie (Para.)	—	—	15	25	20
Cattle Town (WB)	—	1	4	7	5
Clown, The (MGM)	—	2	5	4	—
Crimson Pirate (WB)	1	22	46	19	5
Devil Makes Three, The (MGM)	—	—	14	11	2
Don't Bother to Knock (20th-Fox)	1	9	35	25	2
Dreamboat (20th-Fox)	1	13	31	28	19
Duel at Silver Creek (Univ.)	2	12	33	9	3
Eight Iron Men (Col.)	1	—	4	8	1
*Encore (Para.)	—	1	3	1	2
Everything I Have Is Yours (MGM)	1	15	45	22	4
Fearless Fagan (MGM)	—	8	26	27	18
Feudin' Fools (Mono.)	2	13	8	2	2
Flat Top (AA)	2	14	15	1	—
Golden Hawk, The (Col.)	—	9	17	13	4
Hangman's Knot (Col.)	1	17	18	1	2
Happy Time, The (Col.)	4	—	2	7	4
Hellgate (Lippert)	—	4	9	8	3
High Noon (UA)	9	36	21	6	—
Holiday for Sinners (MGM)	—	—	1	4	2
Horizon West (Univ.)	—	6	17	13	7
Hour of 13, the (MGM)	—	7	1	1	2
Hurricane Smith (Para.)	—	2	30	16	2
†I Don't Care Girl, The (20th-Fox)	—	—	4	3	1
Iron Mistress, The (WB)	5	22	44	7	—
Island of Desire (UA)	—	19	34	8	4
It Grows on Trees (Univ.)	—	1	10	28	6
Ivanhoe (MGM)	9	1	—	—	—
*Ivory Hunter (Univ.)	1	6	28	12	12
Jungle, The (Lippert)	—	—	3	5	—
Just for You (Para.)	10	24	32	9	2
Kansas City Confidential (UA)	—	—	5	4	—

	EX	AA	AV	BA	PR
Lady in the Iron Mask (20th-Fox)	—	—	5	7	3
Lawless Breed (Univ.)	1	6	3	1	—
Les Miserables (20th-Fox)	—	2	14	4	2
Lost in Alaska (Univ.)	2	24	48	14	5
Lovely to Look At (MGM)	14	46	24	22	3
Lure of the Wilderness (20th-Fox)	33	42	24	14	3
Lusty Men (RKO)	3	16	37	6	1
Meet Me At The Fair (Univ.)	—	—	3	4	1
Merry Widow, The (MGM)	4	15	36	33	4
Million Dollar Mermaid (MGM)	18	46	7	—	—
Miracle of Fatima, The (WB)	2	5	8	7	2
Monkey Business (20th-Fox)	2	39	31	13	6
Montana Belle (RKO)	—	3	13	6	—
†My Cousin Rachel (20th-Fox)	—	1	3	—	—
My Man and I (MGM)	—	—	12	6	14
My Pal Gus (20th-Fox)	3	9	8	5	2
My Wife's Best Friend (20th-Fox)	—	—	10	24	12
Night Without Sleep (20th-Fox)	—	—	—	4	6
No Holds Barred (AA)	—	3	6	—	—
O. Henry's Full House (20th-Fox)	1	5	18	24	2
One Minute to Zero (RKO)	9	56	19	8	2
Operation Secret (WB)	—	3	14	13	9
Outcast of the Islands (UA)	—	6	5	4	3
Plymouth Adventure (MGM)	4	17	23	28	4
Pony Soldier (20th-Fox)	—	14	27	16	2
Prisoner of Zenda (MGM)	—	8	27	31	1
Quiet Man, The (Rep.)	21	40	15	9	1
Quo Vadis (MGM)	38	32	1	4	—
Raiders, The (Univ.)	1	1	7	13	2
Rainbow 'Round My Shoulder (Col.)	—	4	18	9	4
Ride the Man Down (Rep.)	—	1	3	5	—
Road to Bali (Para.)	26	17	2	—	—
Rose Bowl Story, The (Mono.)	1	1	21	8	11
Ruby Gentry (20th-Fox)	7	10	—	2	1
Savage, The (Para.)	7	7	23	10	2
†Sky Full of Moon (MGM)	—	1	—	3	3
Snows of Kilimanjaro (20th-Fox)	15	29	6	3	—
Somebody Loves Me (Para.)	2	3	37	4	6
Something for the Birds (20th-Fox)	—	1	1	11	17
Son of Ali Baba (Univ.)	1	9	20	13	8
Son of Paleface (Para.)	28	29	19	2	1
Springfield Rifle (WB)	5	25	50	4	5
Stars and Stripes Forever (20th-Fox)	11	29	10	1	—
Steel Trap (20th-Fox)	—	2	6	18	4
†Stop, You're Killing Me (WB)	—	—	—	9	—
Story of Robin Hood (RKO)	6	30	27	12	5
Sudden Fear (RKO)	—	9	12	26	5
Thief, The (UA)	1	3	10	8	8
Thunder in the East (Para.)	—	6	5	7	1
Thunderbirds (Rep.)	1	6	20	5	—
Toughest Man in Arizona (Rep.)	—	6	6	6	2
Turning Point, The (Para.)	—	—	20	16	3
Untamed Frontier (Univ.)	—	13	28	24	6
Voodoo-Tiger (Col.)	—	1	5	—	—
Wac from Walla Walla (Rep.)	2	9	14	5	1
Way of a Gaucho (20th-Fox)	—	4	24	28	11
What Price Glory (20th-Fox)	—	18	39	38	13
Where's Charley? (WB)	—	1	15	35	33
Wild Heart, The (RKO)	2	3	16	7	2
Willie and Joe Back at the Front (Univ.)	—	10	30	18	7
Woman of the North Country (Rep.)	—	1	25	11	3
World in His Arms, The (Univ.)	5	30	39	7	3
Yankee Buccaneer (Univ.)	—	10	15	11	4
You For Me (MGM)	—	1	7	23	11



Astronomical!

If **HIGH PRICES** have you *seeing stars* . . . you'll find the answer in the Bureau of Labor Statistics report . . . which shows that the cost of living has shot skyward an average of 90.8% since 1939 . . . with Food contributing to the tune of 133.2% . . . House Furnishings 105% . . . Clothing 102.3% . . . and so on, to dazzling heights!

Exhibitors Digest reports an even greater skyrocketing of your theatre's operating costs . . . with an average increase of 98.9% since 1940 . . . including an increase of 115% in the cost of projection equipment and supplies . . . 143% in the cost of seats . . . 106% for janitor supplies . . . 93% in stationery supplies . . . and so on . . . into the wild blue yonder!

When you compare these *astronomical* figures . . . with the negligible increase, IF ANY, you have paid NSS during all these years of rising costs . . . you will recognize the *down-to-earth*, service-with-a-smile policy that has earned the reputation of The Prize Baby of the Industry!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

